

LIFE



DODGER ROOKIES

APRIL 5, 1948 15 CENTS



*Look for this label... it identifies
the finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



Typical example: user's experience with B. F. Goodrich tires

DR. H. C. BAUMANN of Pottstown, Pennsylvania (above) thought we ought to know about his experience with B. F. Goodrich tires. He wrote:

"I have been noticing your advertisements . . . relative to the good use automobile owners are experiencing with your tires. I feel my tires have done as well as most in your advertisements . . . At the present time, my speedometer reads 24,380 miles, and my only care for the tires was regular pressure checks." (When this picture was taken his speedometer read 26,007.)

"The car has been used everyday, in all kinds of weather", Dr. Baumann continued, "and a good

deal of the time on highways at the faster speeds. Very much of my driving is done on rural macadam roads. The tires have not even been off the wheels! And they still have *plenty* of good tread left. In fact, my friends find it hard to believe they are the original tires."

Hundreds of enthusiastic B. F. Goodrich owners have written us, telling that their B. F. Goodrich Silvertowns outwear other tires, including prewar tires.

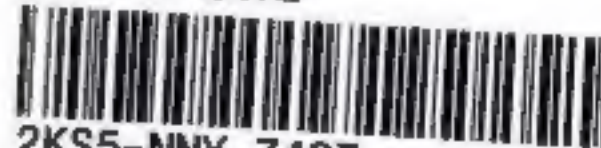
Because the tread is wider, car weight is spread over more tread; wear is slower, more even. The tire body lasts longer because it has more and stronger

cords to take road shocks.

If you need tires, visit your B. F. Goodrich dealer. He'll give you a good trade-in allowance on your present tires. Convenient terms can be arranged. If you don't know his address, look under *Tires* in the yellow pages of your phone book. *The B. F. Goodrich Company, Akron, Ohio.*

B.F. Goodrich
FIRST IN RUBBER

This One



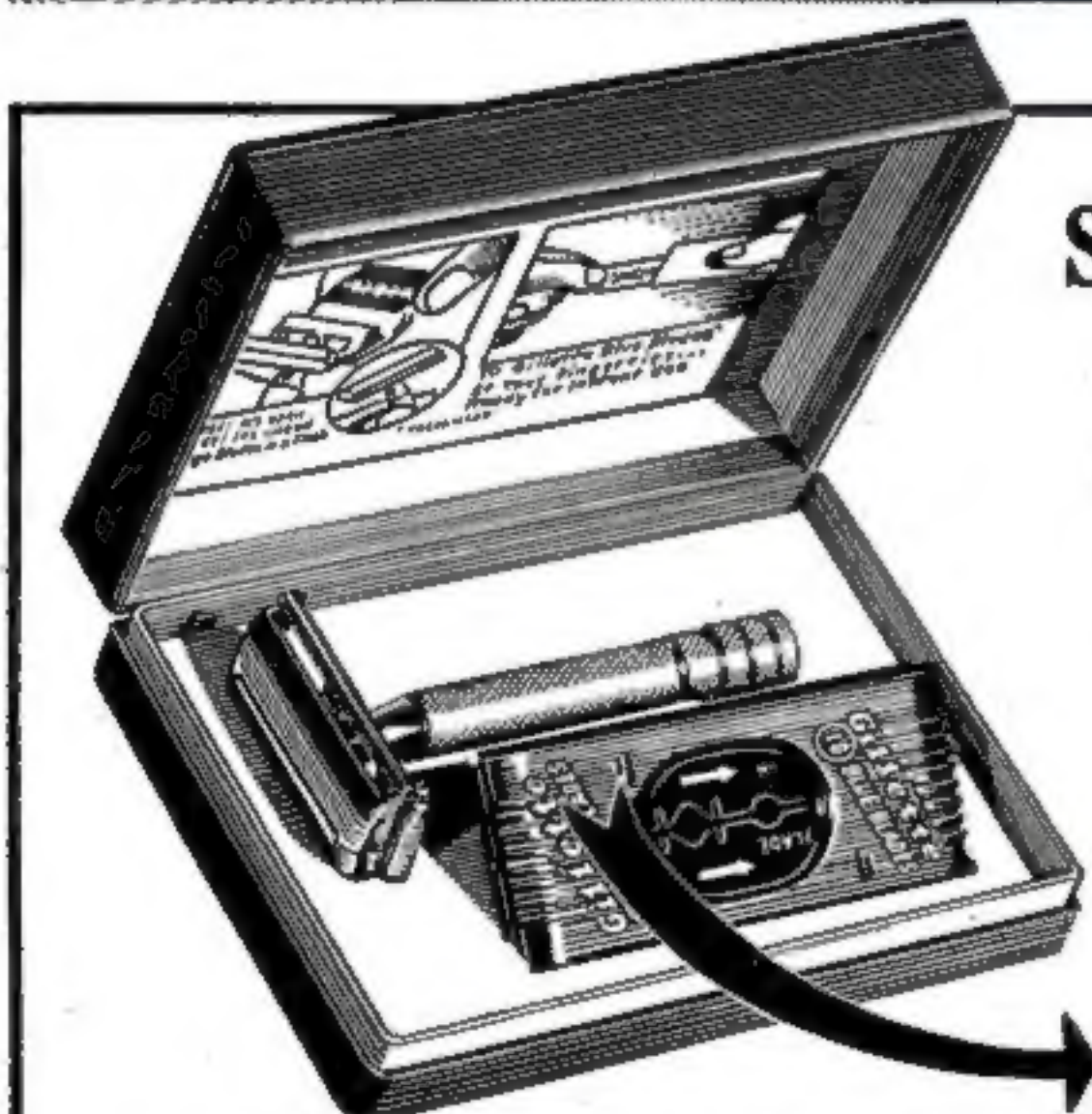
2KS5-NNY-749T

ZIP!

...and there's a new blade
for your razor



Convenient New
**Gillette
Dispenser**



● Here's the new Gillette Super-Speed Razor Set to make shaving much more convenient and comfortable. Twist...the razor opens. Zip...there's a new blade. Twist again...you're ready to shave. Your blade stays in the razor for cleaning...just loosen holder, rinse and shake the moisture out.

Special Introductory Offer

Gillette Super-Speed One-Piece
Razor and Gillette Dispenser
with 10 Gillette Blue Blades

REGULAR \$1⁵⁰ VALUE

\$1⁰⁰
The Greatest
Shaving Bargain
Ever Offered!
See Your
Nearest Retailer

Copyright, 1948, by Gillette Safety Razor Co.

**Feeds Out Gillette Blue Blades
Like Magic. Contains 20 Blades
—40 Easy-Shaving Edges!**

BLADE changing is no bother at all and shaving is faster, easier, with the sensational new Gillette Dispenser. This handsome plastic case deals out Gillette Blue Blades... ZIP... unwrapped and ready for use. The edges get perfect protection... reach you *factory-sharp* and stay that way until used. Get a Gillette Blue Blade Dispenser and enjoy extra convenience. You pay only the regular price of the blades. Gillette Safety Razor Company.
(All prices apply in United States only.)



look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades
WITH THE SHARPEST EDGES EVER HONED

RKO's PIC-TOUR OF THE MONTH



"GOOD SAM"

GARY COOPER and ANN SHERIDAN, stars in Leo McCarey's *Good Sam*, listen while famed Producer-Director plays 'Eight to Five,' his own composition, a highlight in the film. *Good Sam* is Mr. McCarey's first film since his memorable 'The Bells of St. Mary's' and 'Going My Way.'



"THE VELVET TOUCH"

AUTOGRAPH HOUNDS besiege ROSALIND RUSSELL, playing Broadway's star comedienne in *The Velvet Touch*, as she leaves stage door with LEON AMES. Also starred are LEO GENN, CLAIRE TREVOR and SYDNEY GREENSTREET. Film is a Frederick Brisson Production.



"RACHEL AND THE STRANGER"

EAGER to aid a lovely lady in distress, ROBERT MITCHUM, fascinating man of the world, comforts LORETTA YOUNG, neglected wife, in this provocative scene from RKO's *Rachel And The Stranger*. Ruckus starts when WILLIAM HOLDEN, Loretta's mate, becomes jealous.



"RETURN OF THE BAD MEN"

ANN JEFFREYS, wayward western beauty, whose romantic attachment for RANDOLPH SCOTT causes pretty JACQUELINE WHITE many a sleepless night in RKO's *Return of the Bad Men*. ROBERT RYAN, GEORGE "GABBY" HAYES heighten excitement of this stirring film.

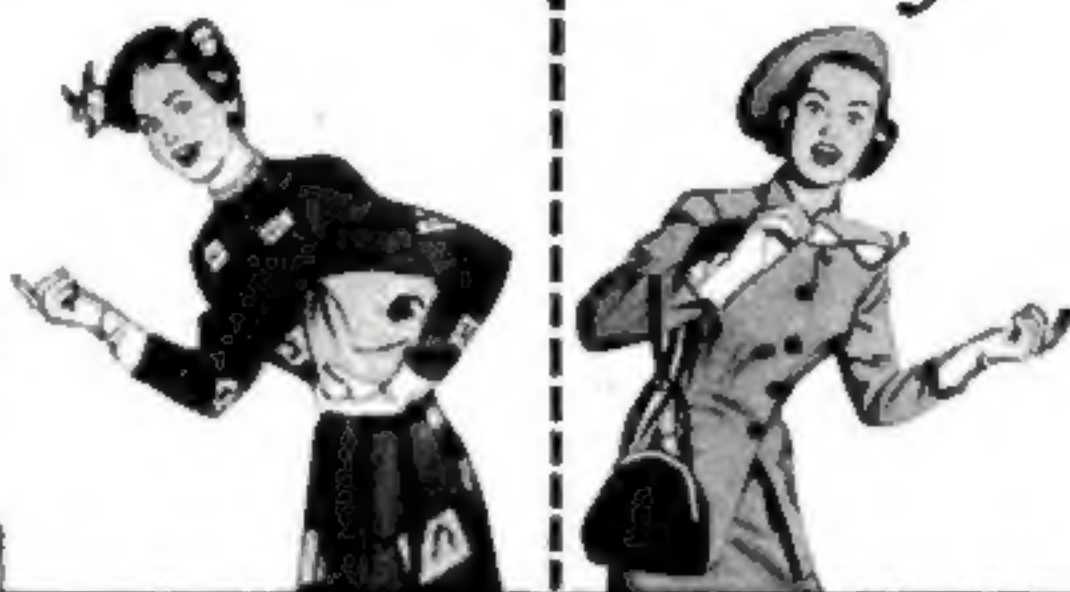
THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE



what's the VERDICT

now that women can choose any range they want?

JUST THIS . . . with every type of the long-awaited postwar ranges to pick from — women are buying *more* new Gas ranges than those using all other fuels combined! A staggering total of 2¼ million last year alone!



JUST LOOK at the new automatic Gas ranges. See for yourself why they're first and foremost with good cooks everywhere. Check this list of modern cooking "musts" . . . and remember . . . *only* in a new Gas range can you get them all!



MAGIC CHEF
AUTOMATIC GAS
RANGE BUILT TO
"CP" STANDARDS.

- ✓ Automatic lighting...no matches
- ✓ Automatic clock control...turns Gas on, cooks oven meal, turns Gas off
- ✓ Automatic heat control...no guessing at oven temperatures
- ✓ Smokeless broiler...stays cleaner
- ✓ Simultaneous baking and broiling
- ✓ Super-speed...instant high heat, instant turn-off
- ✓ Flexible flame broiling...your choice from char-type to "done through"
- ✓ Better baking...air-circulated Gas oven assures even browning
- ✓ Thrifty simmer-burners...save food, time and money
- ✓ Easy to use...no need to change your cooking habits

*Cert. Mark, Amer. Gas Assoc., Inc.

Today — Gas is far-and-away America's most popular cooking fuel. Ninety-five out of a hundred homes, in city after city, cook with it. Eighty-eight million men, women and children, from coast to coast, have their meals cooked by it! This automatic MAGIC CHEF Gas range built to "CP" standards is just one example of why Gas is such an overwhelming favorite . . . just one of dozens of super-modern Gas range "makes" and models now available at your Gas company or appliance dealer's. Choose the one that's right for your "New Freedom Gas Kitchen" and join the millions who are cooking better because they're cooking with Gas!



AMERICAN GAS ASSOCIATION

GAS

now first for modern automatic cooking

The moment before the music starts

Your father gives your arm a reassuring squeeze. In front of you, the bridesmaids stop whispering.

You take a last look into your heart, and what you find there is good... a glowing eagerness to hurry on with this new life of yours.

Your thoughts brush swiftly over these last weeks. Yes...everything's perfect. Your tissue-packed trousseau... the linens you monogrammed by hand... the shining International Sterling that looks ahead to a lifetime...

From the moment you cross your threshold, you'll be proud you chose this loveliest of solid silver...with the beauty that lives forever. Every pattern artist-designed... every piece finished with the genius-touch of master silversmiths.

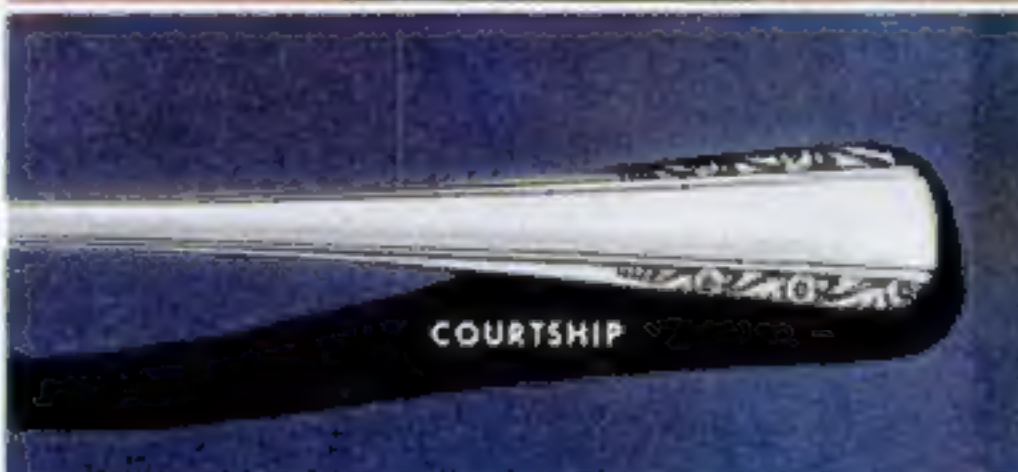
Though most postwar prices are up, *prices aren't up on International Sterling*. Begin with your service for 12... ask your dealer about his easy purchase plan. All patterns made by The International Silver Co. in the U. S. A.

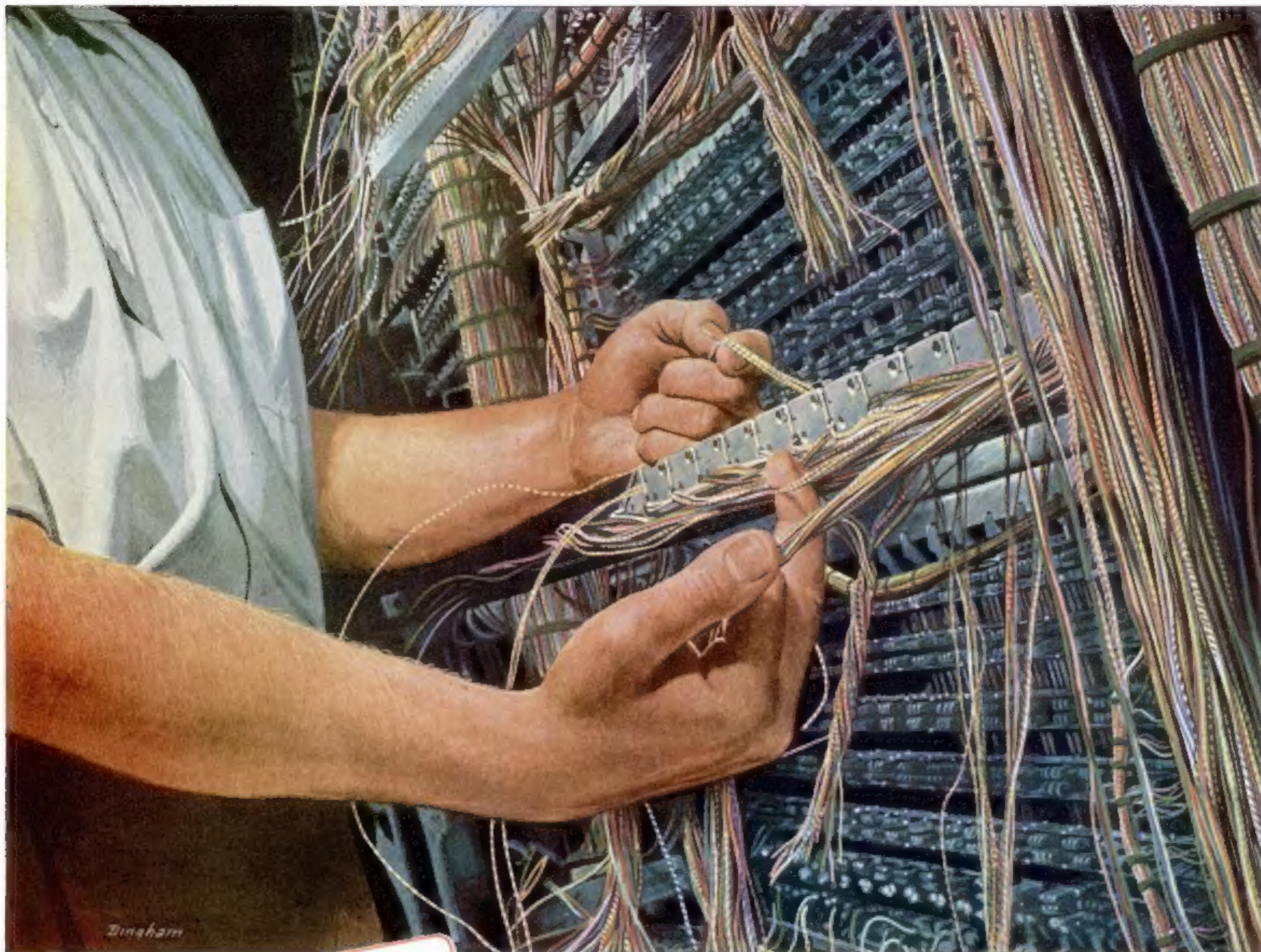
TUNE IN to "The Adventures of Ozzie and Harriet," Friday evenings, 9:30 P. M., E. S. T., CBS.

1948 Silver Parade. For outstandingly attractive silver suggestions, see your dealer during the 1948 Silver Parade, April 19—May 1.

International Sterling

Copyright 1948, The International Silver Company, Meriden, Conn.





Connecting such an intricate maze of wires on a new central office installation takes careful workmanship and time!

**Here's a job for
trained hands!**



... and thousands of them are working at top speed for YOU

Wires . . . wires . . . wires by the hundreds of thousands! Imagine picking out each pair . . . leading it to its proper terminals in a telephone central office . . . soldering it there!

That must be done on each new switchboard or dial switching installation before it can handle your calls.

Bell Telephone central office equipment is

installed by Western Electric and this job today requires a mobile force of more than 31,000 installers. They are installing more central office equipment now than ever before.

* * *

For 66 years, Western Electric has been a part of your Bell Telephone service, helping to make it the world's best at the lowest possible cost.

MANUFACTURER . . .

of 43,000 varieties of telephone apparatus.



PURCHASER . . .

of supplies of all kinds for telephone companies.



DISTRIBUTOR . . .

of telephone apparatus and supplies.



INSTALLER . . .

of telephone central office equipment.



Western Electric

A UNIT OF THE BELL



SYSTEM SINCE 1882



大清國當今慈禧端佑康頤昭豫莊誠壽恭欽獻崇熙皇太后

THE EMPRESS PRIMPS before a richly embossed screen and tall peacock fans. Her trappings include a heavy silk gown embroidered with longevity symbols and 4-inch

fingernail protectors studded with jewels. White label later pasted on picture over her head describes her as "healthy, happy, shining . . . honest . . . exalted and harmonious."



IN SOLEMN MAJESTY THE EMPRESS DOWAGER OF CHINA IS BORNE THROUGH COURTYARD OF HER SUMMER PALACE BY ROYAL EUNUCHS

SPEAKING OF PICTURES...

RARE PHOTOGRAPHS SHOW CHINA'S EMPRESS DOWAGER AT PLAY

The five photographs on these pages are part of a set of 38 which, as far as is known, are the only ones ever made of one of history's most remarkable women—the Empress Dowager Tzu Hsi of China. They were taken in 1903 at her summer palace near Peking by a Manchu official. Years later the set turned up in the U.S. and was recently acquired by a Los

Angeles art dealer named Ernst von Harringa. The pictures show the empress at play. She put on amateur theatricals aboard a barge in the palace lake (below) where she also built a huge, ornate marble boat which never floated. In less agreeable moods she set court attendants to slapping each other as a disciplinary measure, effectively got rid of aspirants to

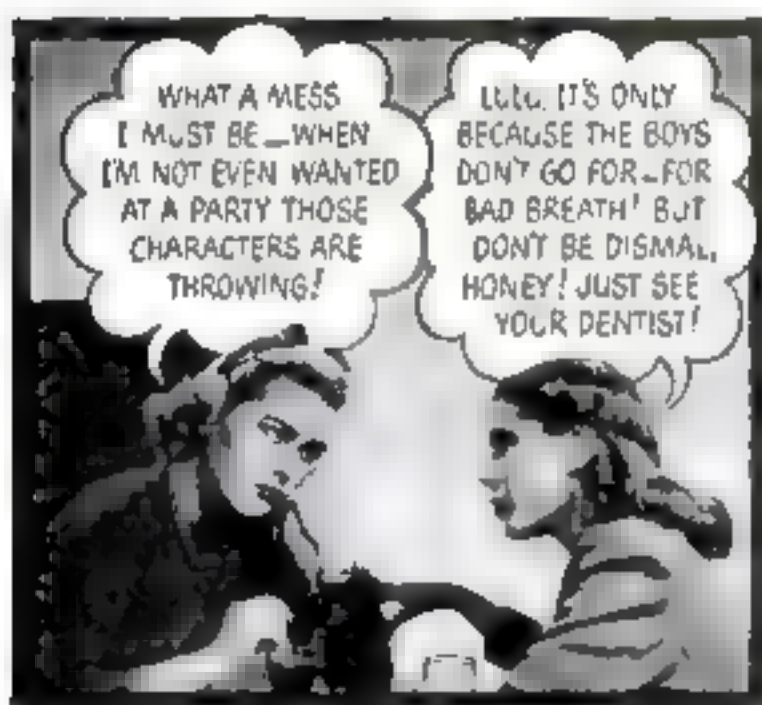
her throne and encouraged the bloody uprisings of the Boxer Rebellion. Grim and unsmiling, she rose from concubine to Manchu monarch, made and unmade emperors at will but actually ruled China almost singlehanded from 1861 until her death at 74 in 1908. Three years later the Manchu dynasty was driven from its throne by Sun Yat-sen's revolution.



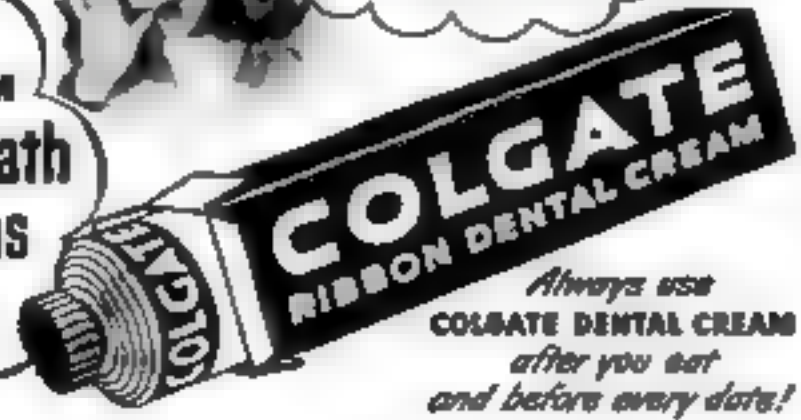
A ROYAL PAGEANT takes place on a barge afloat in a lotus-covered artificial lake near the summer palace. The empress, who loved to put on all kinds of amateur thea-

tricals, is here supposed to represent the goddess of mercy. What looks like smoke curling from the brazier beside the empress is actually a paper longevity symbol called a *shou*.

But Don't Bring Lulu!



COLGATE DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



Always use
COLGATE DENTAL CREAM
after you eat
and before every date!

SPEAKING OF PICTURES

CONTINUED



SNOWY CONSTITUTIONAL is taken by attendants and empress, who at 69 could still outwalk entire court. At her right is self-styled "Princess" Der Ling, who later wrote about empress. Der Ling's brother took all the pictures.



SYMBOLIC PLAY is put on by empress (center) aboard her barge, fitted with huge painted backdrop propped up on deck. Court gossips delighted in spreading false rumors that chief eunuch (right) was more virile than supposed.



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children advance more rapidly
with the **WORLD BOOK ENCYCLOPEDIA**



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Parents all over America were asked if their children had benefited from having the World Book. 88% said "Yes"—nearly 9 out of 10! They reported their children had earned better grades in school, were encouraged to hunt for facts, had built the habit of wanting to know. And the child who knows is the child who succeeds.

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the new, softer Kotex®**

Light-hearted as never before . . . without a care in the world to mar your confidence, or narrow your smile. Even on problem days. For you've never known such comfort as the *new, softer* Kotex brings you.

Indeed, you've never known a napkin like this new Kotex with *downy softness* that *holds its shape*. Made to stay soft while you wear it. Giving you more softness than ever before—and not a moment's qualm about safety.

Prevents Revealing Outlines

How reassured you feel, too, with those flat pressed ends that show no outlines. With the extra protection of that exclusive safety center. And the privilege of choosing from Regular, Junior and Super Kotex, according to your special needs.

Such worthwhile contributions to a woman's *poué*! And *very personally yours*.

*more women choose Kotex than all
other sanitary napkins*



Your choice of 3 sizes—
Regular, Junior and
Super Kotex

LETTERS TO THE EDITORS

UNION NOW?

Sirs:

I enjoyed your sane and sound editorial, "Customs Union With Canada" (LIFE, March 15), and as a Canadian citizen I hope that our two countries grow more united with the passage of time. . . .

We are susceptible to the same economic and political diseases, and if one is afflicted the other suffers. So it is better for us to unite to fight these common plagues.

Let us hope that our respective leaders can see eye to eye in the matter of customs union as they have in the past on all other matters.

JOE CATTANA

Toronto, Canada

Sirs:

You have voiced what the younger and clearer-thinking Canadians have felt for years. You have also answered the Canadian government's oft repeated question, "Why are young Canadians leaving this country for the States to seek their fortune?" . . .

ROBERT A. DIXON

Cornwall, Canada

Sirs:

In a Gallup poll of a few years ago Canadians were more than two to one in favor of a customs union with the U.S. . . . What is needed is a nonpartisan committee for Canadian-American economic union to translate words and ideas into action. . . .

CRAWFORD SENSENIG

College Park, Md.

Sirs:

. . . Economic union with the U.S. might bring immediate and lasting benefits to the U.S., particularly in the form of raw materials and natural resources necessary to maintain a highly industrialized economy. But there do not appear to be sufficient benefits of equivalent value to be gained by Canada to warrant the loss of the economic and political freedom which would result from such a union. . . .

We would prefer not to sell our economic and political freedom for a mess of U.S. dollars. Rather we would prefer to remain a free and independent nation, friendly toward all others and the economic, political and military appendage of none.

C. HAROLD RICHES

Toronto, Canada

Sirs:

Positively "no" to any economic or political alliance. You have wastefully exhausted your natural re-

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NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

PLEASE ENTER MY
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L-4-5

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Or give it to your newsdealer.)

sources. Once I was ardently in favor of union, but the world's most disliked gangsters and bull-shooters have soured thousands of Canadians. . . .

E. C. LANTZ

Waterloo, Canada

Sirs:

I am heartily in agreement with your editorial on closer economic co-operation between Canada and the U.S.

Several weeks ago I broke an ankle skiing in Canada. I left my skis there to be shipped down to me and promised to slap a tag on the borrowed crutches and send them back to Canada as soon as I got home. This, it turns out, was a little naive on my part.

Getting the crutches from the U.S. back into Canada proved to be a major maneuver. After much arguing and consultation "Operation Crutch" was finally accomplished when I filled out in quadruplicate a form entitled SHIPPERS' EXPORT DECLARATION—SHIPMENTS TO FOREIGN COUNTRIES OR NON-CONTIGUOUS TERRITORIES OF THE U.S. and decked out the crutches like a ship being launched, with tags, labels and envelopes.

The skis I am still working on. The cost is rapidly approaching the value of the skis and, being hampered by a cast on my leg, I have disregarded the forms and affidavits and have not reported to the Customs House on Bowling Green within 96 hours to receive "the necessary documents to secure permission to bring the shipment into the country." I have no doubt that the skis by now have been dumped into the East River. Of course this may not be a bad idea. But it's the principle of the thing. If the skis are to end up in the river, I want to do the throwing.

TRUDI LANZ

Port Chester, N.Y.

PERFECT MAN OLIVIER

Sirs:

I nominate Sir Laurence Olivier (shown as Hamlet in LIFE, March 15) as man of the year.

During my life every person with whom I conversed said that a person couldn't be perfect. Sir Laurence has absolutely spoiled this myth. His dynamic personality and excellent portrayals attest to his supreme ability and most certainly portray a perfect man . . .

DONALD E. WARD

Jacksonville, Fla.

LOUISIANA STRIP-TEASER

Sirs:

In your March 15 issue you published an article entitled "The Strip-Teaser and the Students" describing a recent regrettable event at Louisiana State University. . . .

On March 9 Dr. Harold W. Stoke, president of L.S.U., gathered the students together in the gymnasium-armory and spoke to them about the occurrence you so vividly portrayed. As a matter of justice and in defense of my university, I say to you that if LIFE can devote two full pages to the highly undesirable aspects of the case, it can devote one column to reprinting the speech of President Stoke . . .

JOSEPH K. PERLOFF

Louisiana State University
New Orleans, La

● LIFE prints herewith excerpts of President Stoke's speech:

"I want to talk to you directly

CONTINUED ON NEXT PAGE



DRESS BY PAULINE TRIGÈRE

Ankle fit that's snug-as-a-hug!

CANNON NYLONS' extra elasticity makes 'em cling around the ankles. And you know how important ankles are in today's "new look."

You'll love Cannon's sheerness-without-shine, too (high-twist thread does it)! And to make sure every pair is the same exquisite quality, they're made in carefully air-conditioned rooms!

Ask to see SPRING TAUPE, the exciting new spring shade.

not just nylons...but
Cannon Nylons!



CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

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A BEAUTIFUL PIANO WITH A MAGNIFICENT TONE



make your dreams come true

Now is the time to realize your dream of owning a genuine Betsy Ross Spinet. This beautiful piano will be the Keys to Happiness in your home . . . offering true musical pleasure to every member of your family.

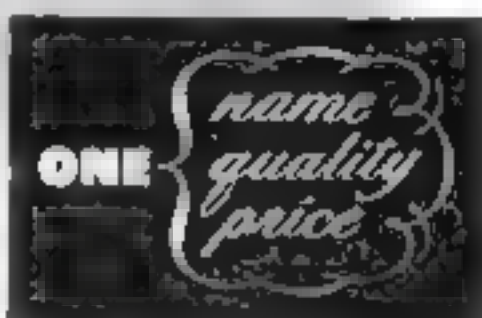
You will marvel at the glorious tone, responsive touch and full volume. You will be delighted with the many exquisite models in rich woods; with the compact size that is ideal for large or small rooms.

Carefully constructed of only the finest materials . . . every Betsy Ross Spinet is backed by one family's 60 years experience in building nothing but quality pianos.

Moderately priced . . . made ONLY by the Lester Piano Manufacturing Company Inc. . . builders of world renowned Lester Grand Pianos.

Foreign Sales Representatives: H. A. ASTLETT & CO., 27 William St. New York 5, N. Y.

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Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

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LESTER PIANO MANUFACTURING CO., INC., LESTER 13, PA.

LETTERS TO THE EDITORS

CONTINUED

and soberly about the recent humiliating experience which we have suffered on the campus. The series of events begun lightheartedly by a few irresponsible boys, careless of even their own best interest, moved swiftly to a climax of violence and indignation which, however righteous, leaves us shaken and feeling anything but noble. . . . Why should such serious consequences have followed so quickly? It is because activities which society has always treated as vulgar and disreputable were invited to associate themselves with the university as if such an association were natural and proper. . . .

"If you had received the telephone calls, read the letters and listened to the protests of parents and citizens, you would, I think, have agreed that the university could do no less than repudiate in the clearest terms the association which had been forced upon it. . . .

"I cannot honestly condemn you for your indignation at this insult. I have never had any doubt as to what values you would support when the issues were made clear. I do regret that the only means you had for the expression of your resentment were violent ones [capsizing the truck that Strip-Teaser Stormy was riding, beating up the musicians who came with her and dumping Stormy herself into a pond] even when those against whom your anger was directed were ruthless and beyond appeal to decency and reason. . . .

"You must not underestimate the value to you now and after graduation of the reputation of the university which has provided you with your educational equipment. I take it that by your action you are not only in alliance with those who are devoting themselves to the development of the university, but that you yourselves are renewing your pledge to foster, protect and contribute to that development. To that end we shall unite our efforts."

Sirs:

After noting in your magazine the most ungentlemanly conduct displayed by the students of L.S.U. to the opposite sex and especially one so attractive as Miss Stormy Laurence, I looked up at the Stars and Bars of the Confederate states hanging so proudly from my wall and wondered if the Southern chivalry of Lee and Davis had survived the reconstruction. . . .

May I take it on my own to apologize to Miss Laurence on behalf of the college students of the South who believe in more normal relations between male and female than throwing one another into ponds.

TOBY KAUFMAN

Charlottesville, Va.

Sirs:

. . . What has become of the well-known Southern chivalry? A lady with or without clothes is a lady. . . .

ERNEST J. LEVEQUE

Bloomington, Ind.

DELICATESSEN ARTIST

Sirs:

Although I am only 13 years old I think I am old enough to know a good picture when I see one. In *Miscellany* (LIFE, March 15) you showed some

pictures painted by a waiter in a delicatessen and said that he had never taken art lessons. As for never taking art lessons I think he could stand a few. . . . Mr. Philipp is probably a good delicatessen waiter.

E. VAN BEST

San Francisco, Calif.

"LIFE" IN BABYLONIAN

Sirs:

In your story "Babylonian Mail" (LIFE, March 15), you say that Professor Ferris J. Stephens, curator of the Yale Babylonian Collection, can



NAM-TIL

write ancient Babylonian. Your pictures showed him writing it, but he was using a fountain pen. How would he go about writing on clay?

A. G. GRANT JR.

Bedford, N.Y.

● Using a bamboo stylus, Prof. Stephens writes the word "life" (pronounced "nam-til") in the picture above.—ED.

NAGASAKI SURVIVOR

Sirs:

In *LIFE* (Aug. 11, 1947), you give pictures and descriptions of animals which had died or survived in the blast of the atomic bomb over Bikini.

I never noticed mention of the fact that a few Europeans, amongst them myself, have survived the atomic bombing of Nagasaki better than cameras, pigs, sheep, etc. I can tell you what happens when an atomic bomb explodes over your head, as I was almost right under the one that exploded over Nagasaki, standing in the open air when it happened. . . .

I, with two fellow prisoners, one Dutch and the other an Australian named Monty, was doing a carpentry job. I had been captured by the Japanese in Java and had been interned for two and a half years in the Nagasaki camp. It was about 11 o'clock in the morning—fine sunny weather. We had only our trousers on.

For some time we had heard a plane overhead, but it was high up and alone, and no alarm was given. The Japanese guard, like ourselves, thought that it was a reconnaissance plane taking photographs. Monty and I were looking at the plane when suddenly three tiny white dots stood behind it in the summer air, slowly drifting down, keeping together. When the white dots came lower we saw that they were parachutes with something hanging beneath. Everybody was calculating what this meant and nearly everybody, including the Japanese (nobody knew anything then of the invention of the atomic bomb), was much too interested to take cover. . . .

I had just turned around to look

ILLUSTRATION BY PAUL H.



NOW ON THE
N E W
ROYAL
PORTABLE

FINGER FORM KEYS...

designed to cradle your finger tips!

The New Royal Portable introduces the most dramatic typewriter improvement in years . . .

FINGER FORM KEYS! Imagine a typewriter key which follows the very contour of your own finger! Specifically designed to *cradle* your finger tips when they strike the keys!

This remarkable Royal improvement brings a new comfort, a new ease of operation, a new speed to typing!

And the New Royal Portable—the most mod-

ern typewriter ever designed—brings you so much more besides!

BEAUTY! Not merely beauty to look at and admire, but beauty put to work! Beauty that makes typing easier and faster!

Henry Dreyfuss, famous designer, incorporated his world-renowned styling into the New Royal Portable to help make it the *World's First Truly Modern Portable Typewriter!*

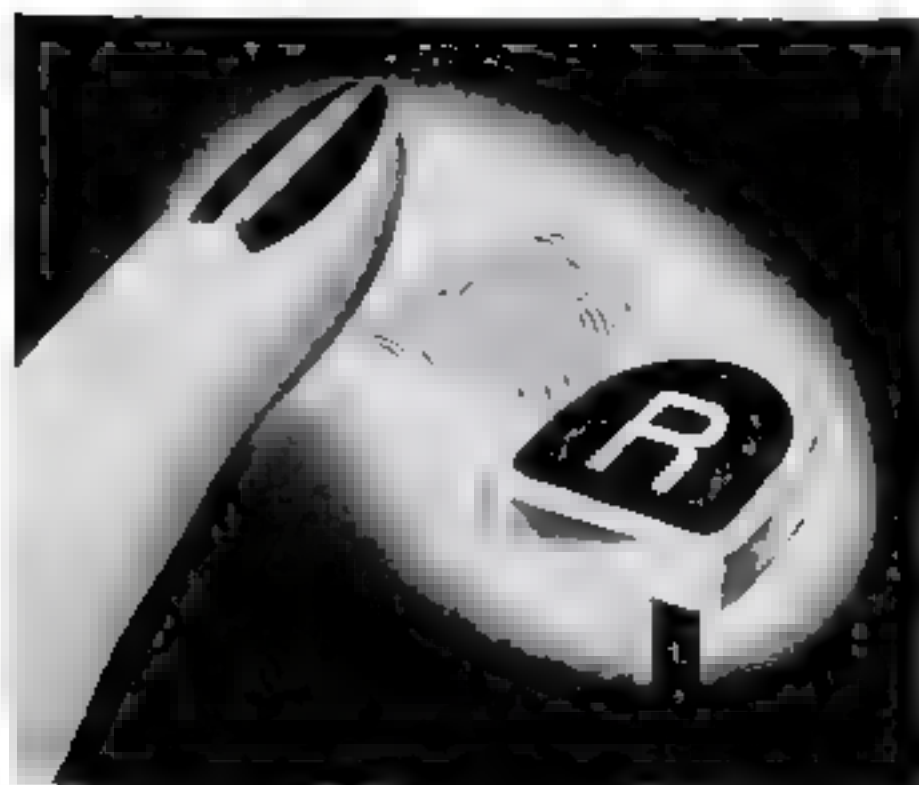
Many More Improvements!

SPEED SPACER! A space bar built right into the framework of the typewriter! Only the New Royal Portable has it! With **SPEED SPACER**, there's nothing to impede spacing action . . . nothing to hurdle when using the space bar!

RAPID RIBBON CHANGER! Only Royal gives you this dramatic improvement which takes the fuss and muss out of installing a new ribbon!

"MAGIC" MARGIN! Only Royal gives you a margin-setting device which makes all other portable margin setting obsolete! Just position the carriage, flick your finger, and "Magic" Margin does the rest!

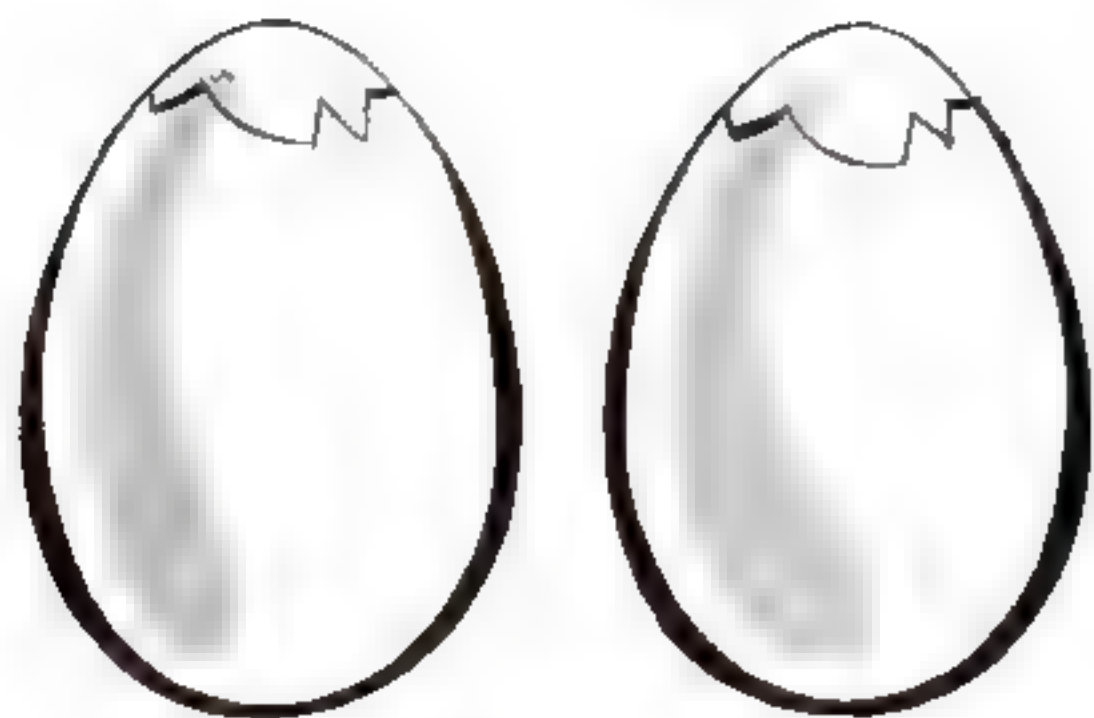
Literally, there are *dozens* of other features which make this Royal—more than ever—the World's No. 1 Portable! See the New Royal Portable at your dealer's. See the Portable so easy to look at . . . so easy to operate, that all others seem old-fashioned! Two models: The new Quiet De Luxe; The new Arrow.



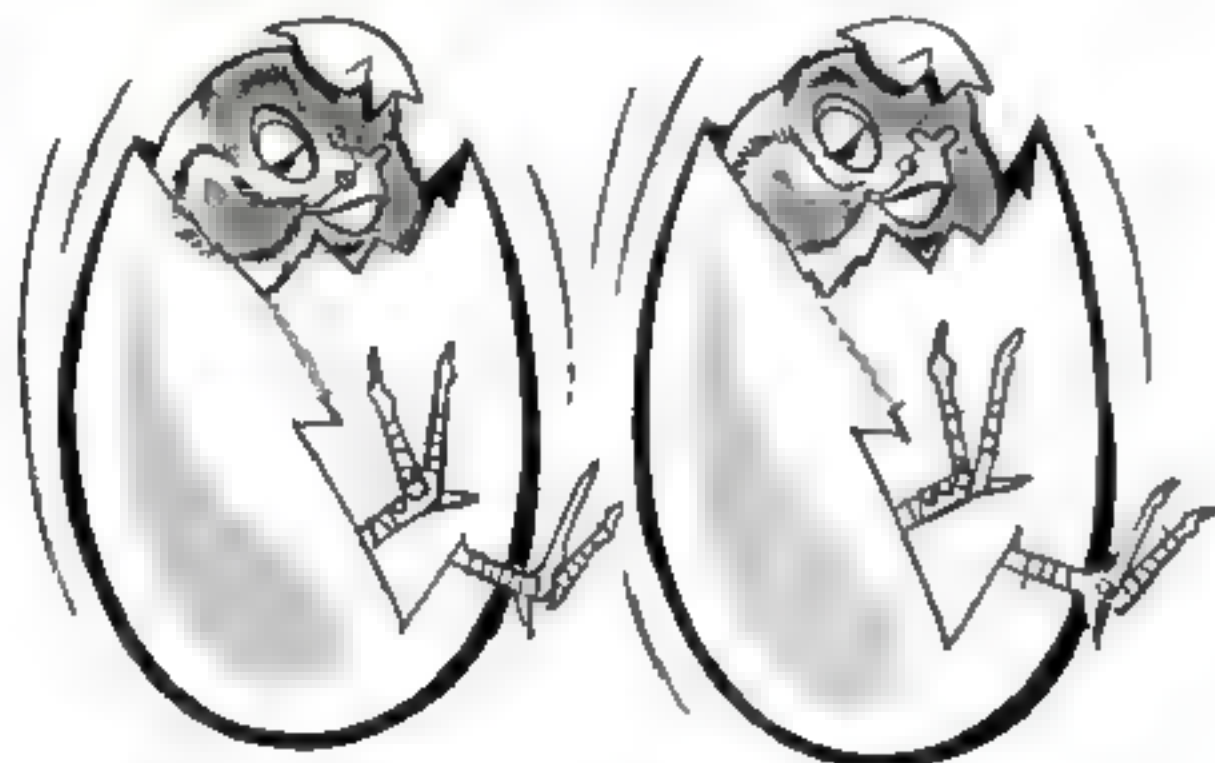
THE NEW ROYAL PORTABLE

The World's First Truly Modern Portable Typewriter

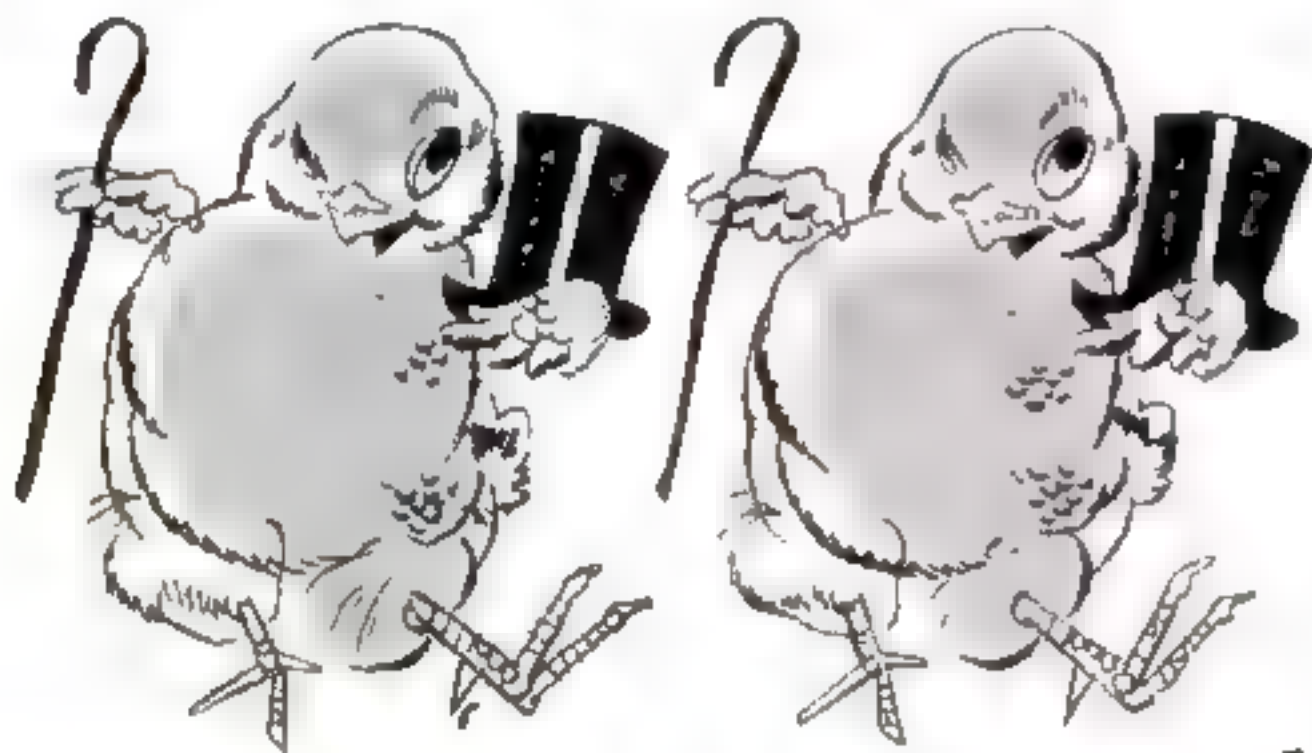
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They **LOOK** alike...



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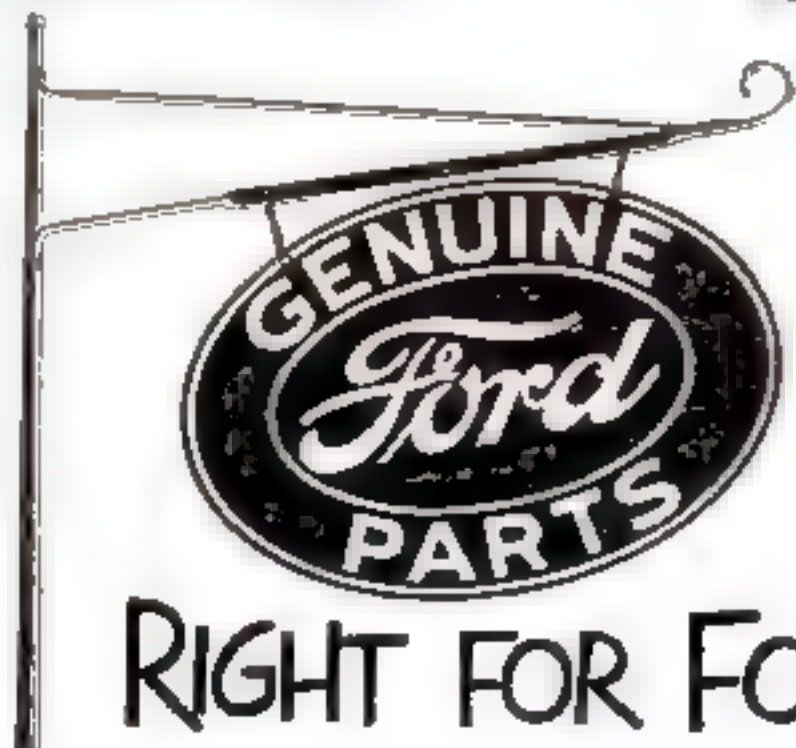


They're **IDENTICAL TWINS!**

• When your Ford needs a new part, be sure it's a Genuine Ford Part. Then you'll know it's an identical twin of the part built into your Ford at the factory. Genuine Ford Parts are made right to fit right and last longer. That saves you time and money and adds to your Ford's life. Look for the Genuine Ford Parts sign at all Ford Dealers and selected Independent Garages.



Look
for this
Sign



RIGHT FOR FORDS

LETTERS TO THE EDITORS

CONTINUED

for an eventual cover (safety first, you know) when it happened.

A yellow light of such intensity that all shadows disappeared was over and on us. The world around us seemed without form and shape. At the same time we stood amid flames everywhere which made a noise like hundreds of locomotives blowing off steam.

In these few moments (about three seconds) I stumbled toward the air-raid shelter, a hellish pain sweeping over my shoulders, neck and arms. Then came the explosion as heavy as a human ear can register.

Then and there I died; anyhow that is what my last thought was when I passed out. How long I was unconscious I do not know, but when I came to I was blinded. This passed away, however, and the first thing I



W. F. HEYTHEKKER

could dimly see was a Japanese soldier in front of me with his skull hammered in by a fallen beam. The dust whirled around me like a thick fog. It was like standing in another world. Of the big factories, offices and buildings nothing was left. Out of the debris of the houses and factories came the screams for help of thousands of people buried alive under piles of wooden beams. Those of us not heavily wounded set to work to help as much as possible. After half an hour or so we had to think of ourselves again, however, as everything around us was catching fire.

We left the city in which thousands were burned alive, some cut off from survival by an arm or foot which could not be loosened. From the hills we saw the city burn to mere ashes in one night.

I had pretty bad burns owing to the heat rays which had swept over me and was very sick for some time. When the fire was over, not knowing anything of radioactivity, we camped for five days on the bare ground in the town, eating the carrots we found under the ashes in the gardens of the burned-down houses.

Of our group of prisoners of war quite a few died, and others are still in a bad state. Some survived and, like myself, are working again.

I am enclosing a photo of myself at the wheel of my car as a proof that I came through just as well as your Bikini pig.

W. F. HEYTHEKKER
Sergeant

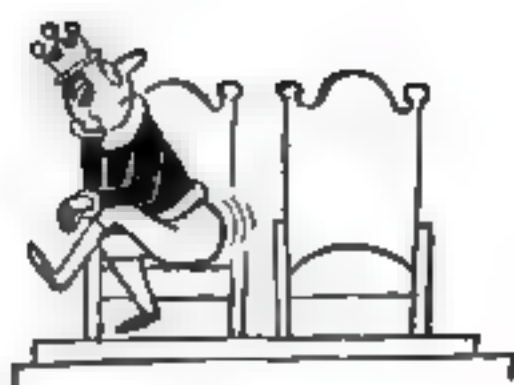
Netherlands East Indies Army
Amsterdam, Holland

MERRILL'S MARAUDERS

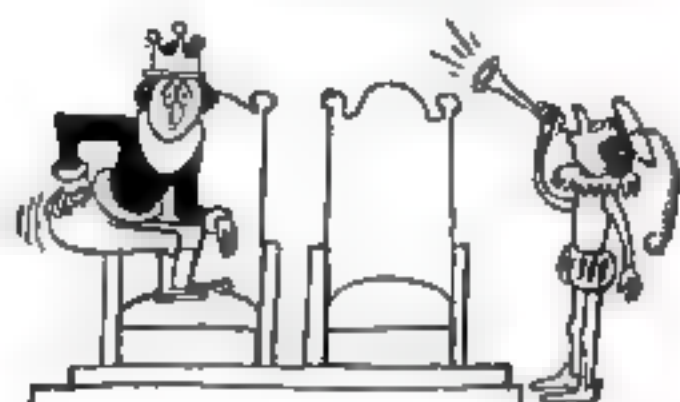
Sirs,

The March 15 issue of LIFE features a story called "Four Marauders" by Paul E. Deutschman, together with the picture I took of them in Burma four years ago.

Enclosed is another photograph I made of Marauders Callisto and Brattlof two days after the picture you ran was taken, when they volunteered to try to save an injured Marauder's life by poling him down-river through



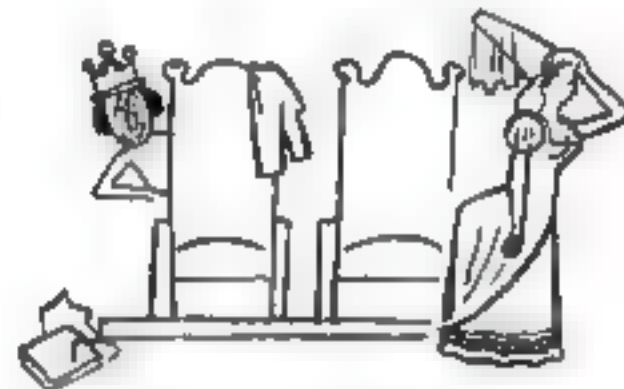
*There once was a king
who was prone*



*To squirm as he sat
on his throne*



Till a neighboring princess



Ended his wince



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Cluett, Peabody & Co., Inc.

like cream hair tonics?

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cream of
them all!

contains Viratol*.

gives your hair that "just-combed" look

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NEW FORMULA WITH VIRATOL*, works wonders in the looks of your hair. Gives it that "just-combed" look . . . all day long. Your hair not only *looks* natural . . . but it *feels* natural and it *stays in place!*

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Good things happen over Coffee...

Back to his five-room kingdom comes
Their Hero—and no roll of drums
Could beat the welcome that he spies
In all his loving subjects' eyes.
And as his story fills the air,
The steaming, zestful coffee's there!
Its hearty flavor seems to say,
"A perfect end for a perfect day!"

How to make delicious Coffee



Look for this Seal of Recommendation on the coffee maker you buy. It means coffee experts recommend it for getting the most in flavor, clarity and aroma from the coffee you use.

Always keep coffee maker clean.
For each 6 oz. cup of water, use one Standard

Measure of coffee. If your store doesn't have the Standard Coffee Measure illustrated, send 10¢ (to cover mailing and packing costs) to Pan-American Coffee Bureau, P. O. Box 78, New York 8, N. Y. You can also get the booklet, "Coffee Brewing" It gives complete directions on how to brew coffee by all brewing methods.

PAN-AMERICAN COFFEE BUREAU

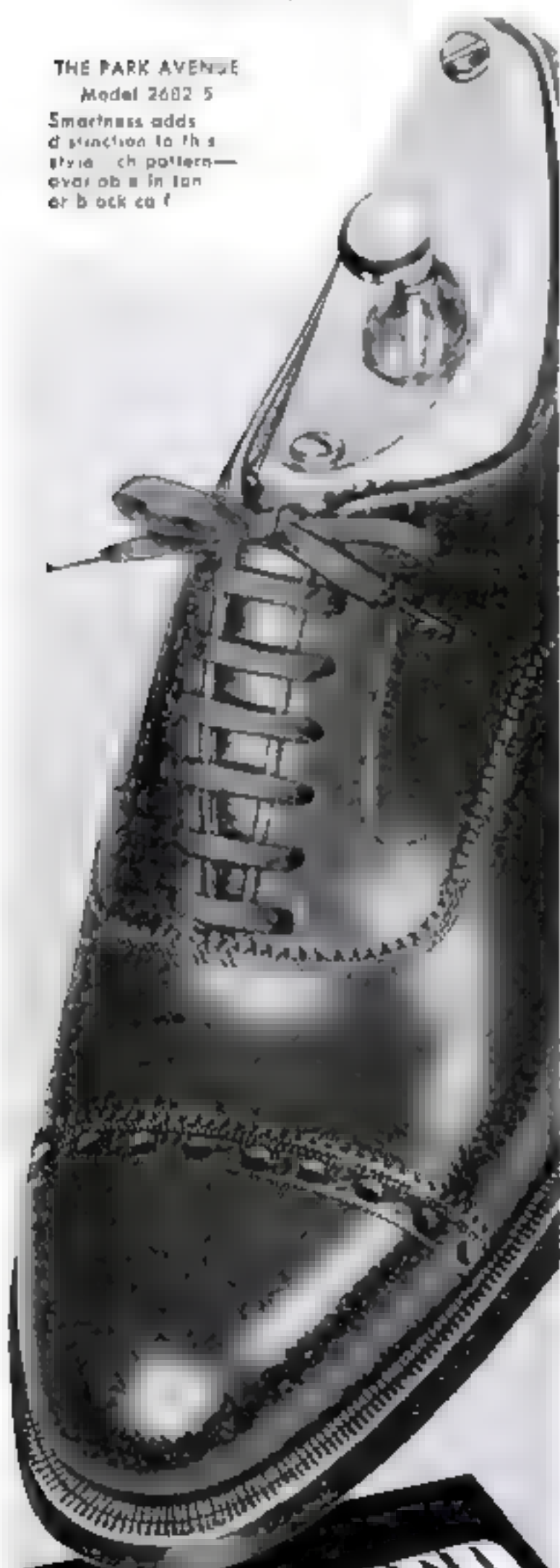
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Handsomely styled with a flair for smartness, Porto-Ped Shoes are plenty easy on the eyes. Their patented resilient air cushion and exclusive, flexible Arch Lift assure the luxury of easy-going comfort and day-long foot freshness.

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THE PARK AVENUE
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Smartness adds distinction to this style—arch pattern—over all in tan or black calf



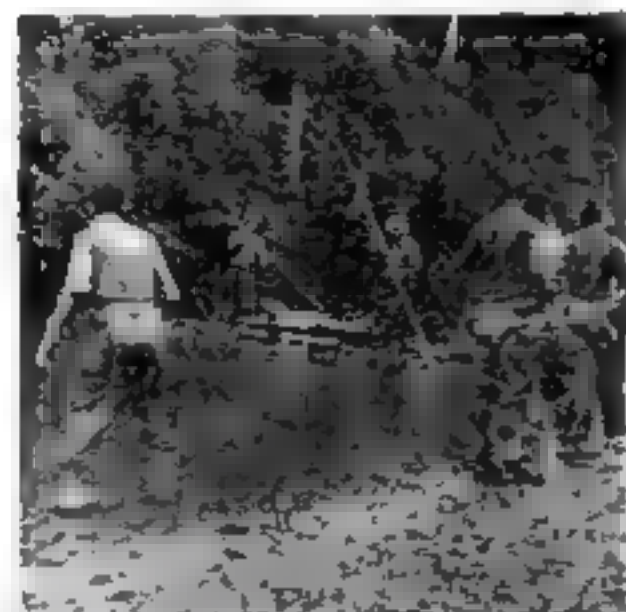
LETTERS TO THE EDITORS

CONTINUED

Jap-infested jungle. We were 28 miles inside Jap lines at the time.

Brattlof and Callisto got their man through safely after a long and arduous trip. They began their journey at dusk, depending upon the black jungle night and the rain to screen their movement.

Their voluntary action was without any show of bravado. They were



CALLISTO (LEFT) AND BRATTLÖF

merely doing something which the other men in this outfit would have done for them, had the situation been reversed. That's the kind of an outfit they were.

BERNARD HOFFMAN

New York, N.Y.

Sirs:

Your article, "Four Marauders," pictures American women as bulwarks of strength without whose devotion and determination GI husbands would be prisoners of their war neuroses and powerless to escape their natural proclivity toward a life of drunken irresponsibility. The article must have nauseated many GIs. The average American woman has by her selfishness, pettiness and lack of understanding intensified those intangible effects of war and in addition done irreparable damage to many who came through the fighting relatively unscathed. A few veterans have readjusted themselves because of their wives, many more in spite of them, but the majority have been pushed to the depths of disillusion and despondency by these self-centered, avaricious, unfaithful women who constitute our postwar fifth column.

EVERETT PORTER

Topeka, Kan.

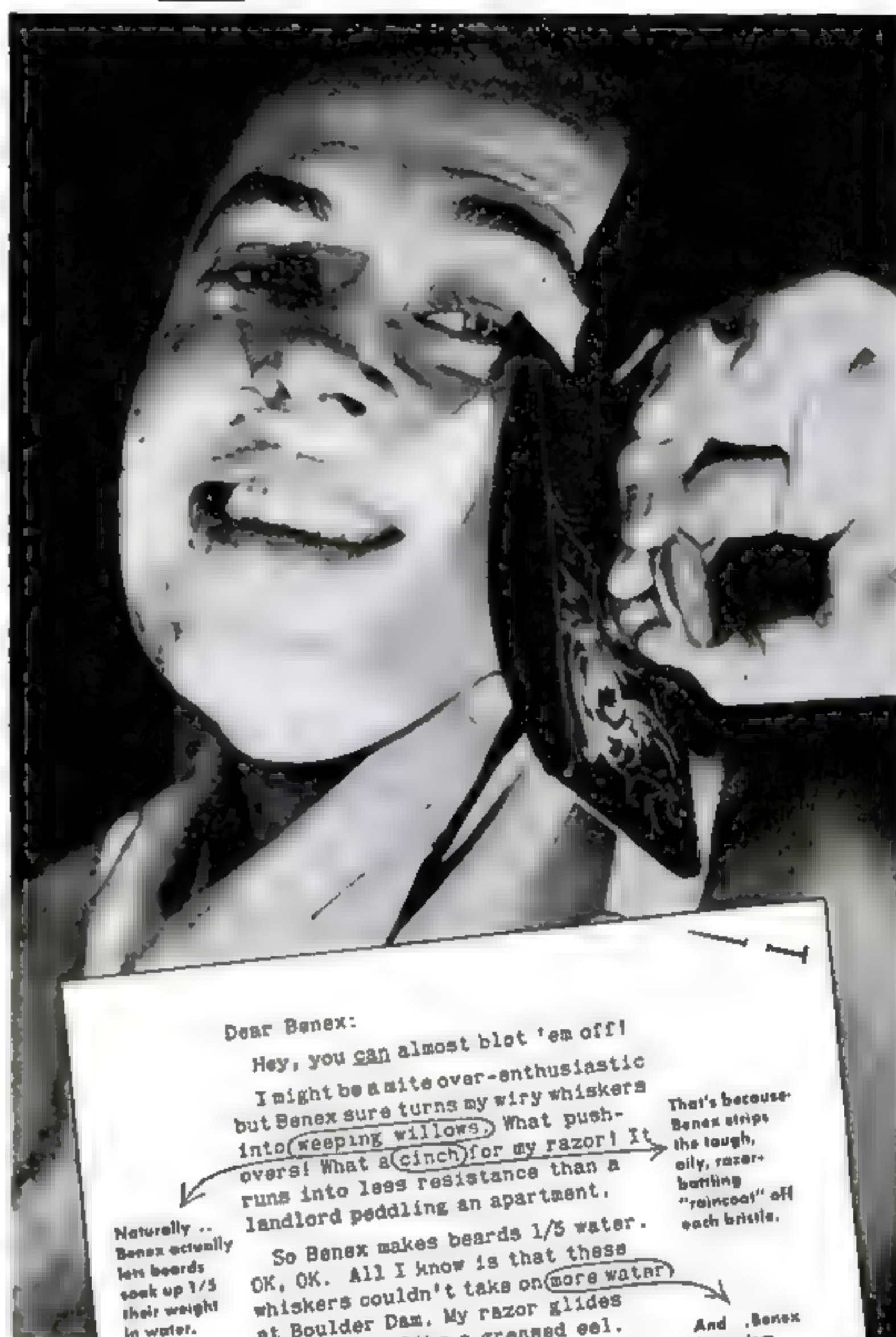
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Almost as easy as this with Benex Brushless Shave



Dear Benex:

Hey, you can almost blot 'em off!

I might be a little over-enthusiastic but Benex sure turns my wiry whiskers into weeping willows. What push-over! What a cinch for my razor! It runs into less resistance than a landlord peddling an apartment.

Naturally... Benex actually lets beards soak up 1/5 their weight in water.

So Benex makes beards 1/5 water. OK, OK. All I know is that these whiskers couldn't take on more water at Boulder Dam. My razor glides through 'em like a greased eel.

That's because Benex strips the tough, oily, razor-buffing "raincoat" off each bristle.

BENEX, my benefactor -- you are a life saver.

And Benex keeps 'em soaked all shave long.

Lots of thanks,

Edward H. Hines Jr.
52 Monte Vista,
Atherton, Calif.

Beards become 1/5 water (and shavers ecstatic) with new



P.S. to you with the problem beard—Benex gives super shaves—closer, quicker, fresher-feeling! Benex goes easy on, easy off—no greasy feel... just wash face, spread on, shave, rinse. Benex won't clog razor—light and creamy, it rinses instantly... won't gum up razor or drain. Get it? Get it today at your drug counter.

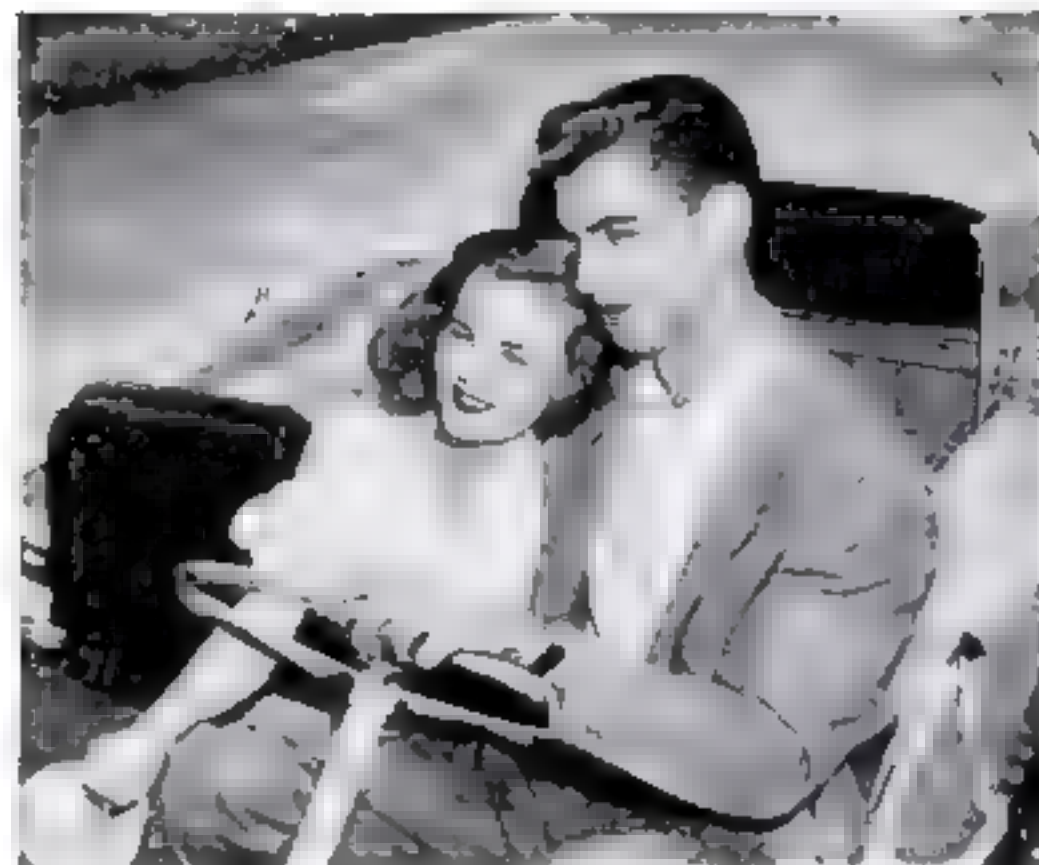
Bristol-Myers' Brushless Wonder



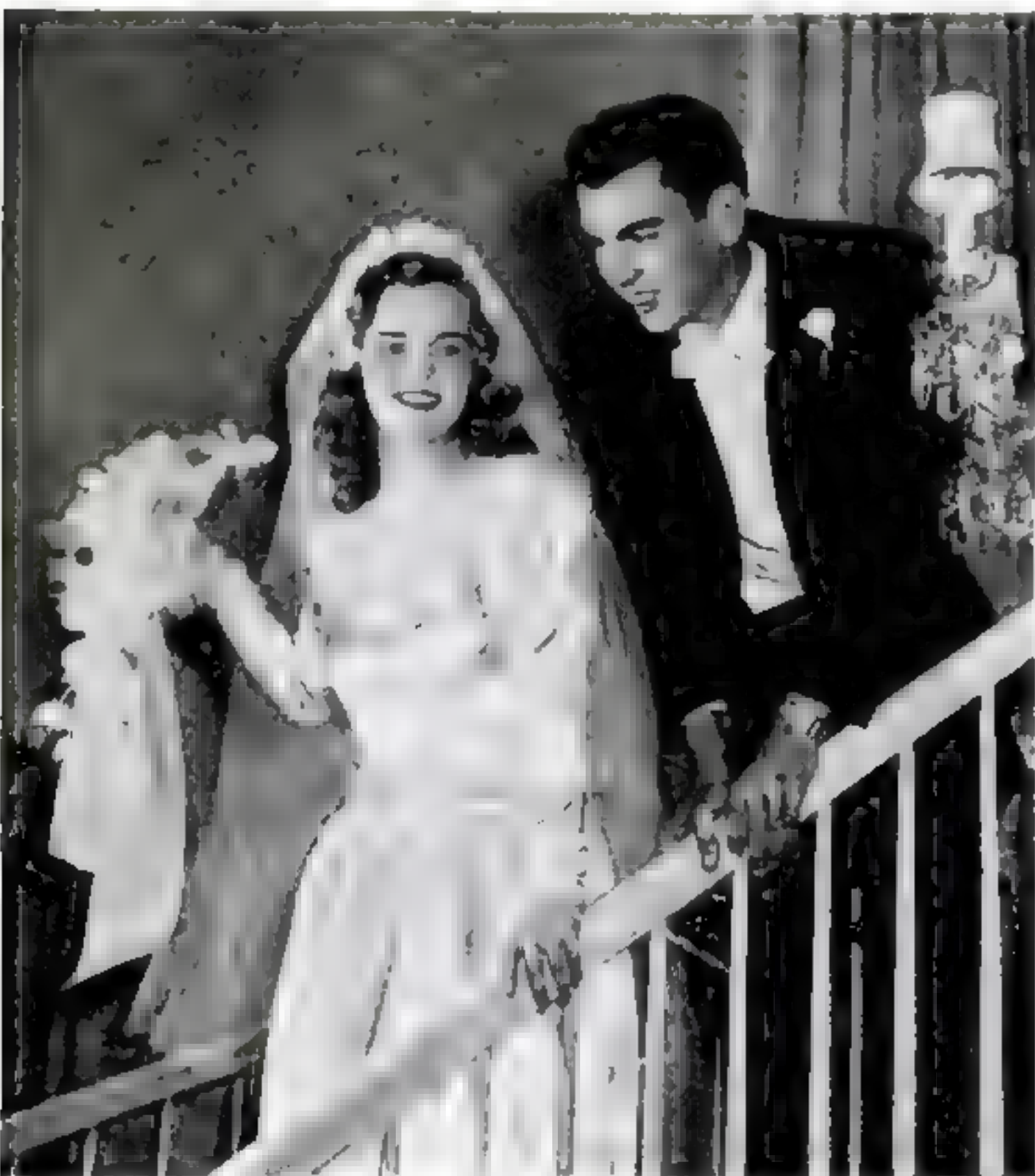
Back when this bewitching beauty was a wee toddler, she lisped "Buffa" for "Bertha" and played on these stone steps with a boy named—Bill Entwistle! Said then he'd marry her—and what do you think? HE DID!



"Woodbury's a habit with me!" says Buffa. "I swirl on its creamy rich lather—so mild, skin feels smoo-oth. Next, rinse, and skin's a-sparkle!"



Ridin' home from Pinehurst Dunes Club. Just look—not even a jeep can ruffle Buffa's smooth beauty! Smooth-skin-appeal is so sure with Woodbury. (Made with beauty-cream ingredient!)



"Catch, girls!" Buffa adds—in private, "Catch on to Woodbury for a satin-glow complexion!"

FROM Beauty Crown TO Bridal Veil

SHÉ'S ANOTHER WOODBURY DEB



The Beauty Crown: Bertha Hicks Garrett of Rockingham, N. C. was twice chosen Chanticleer Beauty Queen of Duke University's Co-ed Ball. "Buffa," as she's called, was selected first in her freshman year by famous illustrator Varga... again wore the beauty crown her junior year!

The Bridal Veil: On happy day of marriage to William Harry Entwistle, Jr., uniting two prominent Rockingham families. Buffa has hair the color of honey, black lashes shading blue eyes, a complexion as tempting as Carolina-peaches. Woodbury has been her beauty care since childhood.



"We'll be so happy!" Bill whispers—in a moment alone before wedding. Lucky man! "I'm lucky, too," says Buffa, "to wed the man I've always loved!" Happens to girls who choose Woodbury as their romance partner!



The bride's dress of luscious ivory satin brings "Ohs and Ahs" from wedding guests. Satiny, too—her complexion! Cherished only by Woodbury—extra-mild—made for the skin alone. Try this true beauty soap!



Bermuda bliss for honeymooners. Both sports-lovers—the Entwistles make twosome-fun of tennis, golf, fishing! "Followed always by my Woodbury Facial Cocktail," says Buffa, "to bring back fresh skin-sparkle."



Add Woodbury Beauty Baths—to your beauty routine of Woodbury Facial Cocktails! You'll give "thanks double" for Woodbury's wonderful mildness... for its rich beauty-cream ingredient! Skin feels so smooth, lovely all-over.

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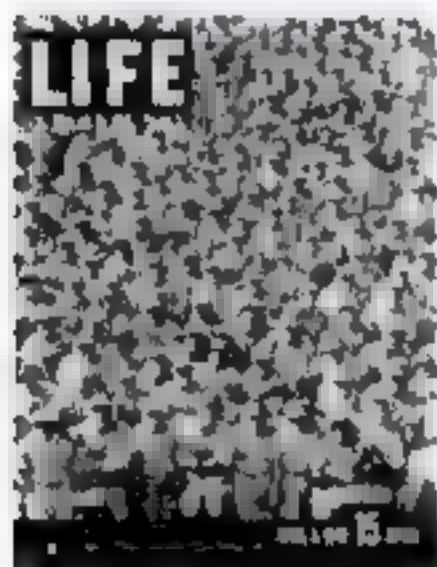
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LIFE'S COVER

In the unfamiliar faces of the more than 150 baseball rookies on LIFE's cover Brooklyn fans may read the bright promise of future pennants for their beloved Bums. Brooklyn's most artful Dodger, Branch Rickey, thinks half of his 1950 team is in this picture. During the past several weeks these raw bushers, who average 21 years of age and who come from 43 states and three Canadian provinces, have been subjected to microscopic scrutiny for major-league aptitude in a baseball city called Dodgertown at Vero Beach, Fla. For more about Dodgertown, see pages 117 to 120.

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*your
home is your
show window!*

Take a guest's-eye view of *your* home! Does it express the "you" of today, or has it become old-hat? If you're a little unhappy about it, take an hour today to see how much you can do, for so little cost, with a new Alexander Smith Rug. Your favorite store has the new 1948 Alexander Smith patterns, both plain and figured, in effects and colors as different and as fashion-right as your Easter hat. Write for "Colorama," Clara Dudley's free color-idea book. Alexander Smith & Sons Carpet Co., Dept. LB-3, 285 Fifth Avenue, New York 16, New York.

Look at *your* rugs! Other people do.

Alexander Smith
Floor-Plan Rugs & Broadloom Carpets

DESIGN BY BOB CHAPMAN • 1948 • 1948, ALEXANDER SMITH & SONS CARPET CO.



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Born so promising, so bright and responsive, she deserves the best of everything within your power to provide:

And how hard it is to predict what her future will be, especially if you're not on hand to protect her. Millions of American fathers have thought of just that, and have chosen The Prudential to take financial care of their families' future. Through Prudential life insurance you can make sure that your family will have a steady income, that there will be funds for your children's education, money on hand for emergencies. And Prudential protection is conveniently flexible . . . based on your particular circum-

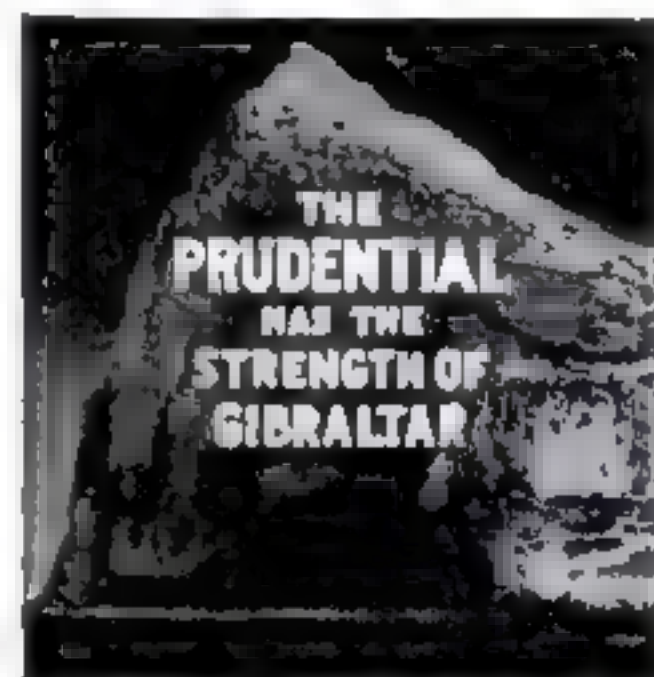
stances, the size of your family, your future expectations—and suited to your individual needs. As time goes on and these needs change, your insurance can be changed to fit them.

Is your present family protection up to date? Does it fit today's needs? Does it do all you want it to do? Your Prudential representative can help answer these questions—ask him about them, *today*.

✱

Enjoy the Prudential Family Hour, with Risi Stevens—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL
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HOME OFFICE: NEWARK, NEW JERSEY

LIFE

Vol. 24, No. 14

April 5, 1948

SOUTHWEST HAS A NEW CROP OF SUPER RICH

Last week, as the world demand for oil and cotton, meat and wheat continued its phenomenal zoom, an almost unknown Texan named Haralson L. Hunt was quietly adding to a tremendous personal fortune. Haralson Hunt, according to legend, got his start with only one lease on some oil land. Today his oil properties are valued at about \$263 million and his current income is estimated at more than a million dollars every week. LIFE's sister publication, FORTUNE, in a special April issue devoted to "Money and Inflation," estimates that Hunt is probably the richest single individual in the U.S. Yet for all his wealth and influence Hunt has side-stepped publicity so adroitly that most businessmen do not know of his financial power, if they are aware of him at all. Even in Dallas, where he lives, he is just another unrecognized man on the street, as he was when LIFE's photographer took this rare picture of him.

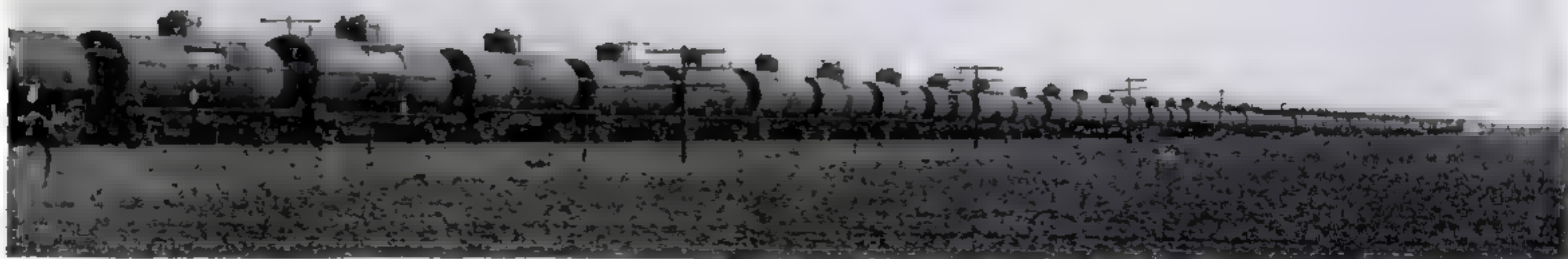
But Hunt is only one of the new crop of multimillionaires springing up in an area comprising parts of Texas, Oklahoma, Colorado and Kansas. FORTUNE's study of this "Land of the Big Rich" brings out some impressive statistics. In the four states income-tax receipts have risen since 1941 from \$134 million to \$1,595 million. Bank deposits have trebled. Houston alone has more than 100 multimillionaires. Opportunity has been wide open to everybody: to Houston's ex-Dry Cleaner Glenn McCarthy, now building a \$20 million community center; to Houston's ex-Milkman James Abercrombie, \$50 million richer through the recent sale of a part of his oil holdings; to Kansas' ex-Farmer John Baughman, owner of 250,000 acres of farmland in 23 counties; even to Weatherford, Texas' Clara Willhite, who sold one crop of watermelon seeds last year for \$135,000.

That is why cities like Houston are booming as never before, and tiny cities like Midland, Texas (pop. 23,000) are sprouting skyscrapers. The land has been good to these people; and as they see it, the land will not fail them as long as the rest of the world wants what the Southwest happens to have.



IS THIS THE RICHEST MAN IN THE U.S.?

OIL +



CATTLE =



ROLLS-ROYCE



NEW ROLLS-ROYCE (price \$19,500) was bought by Colonel Henry Russell of Dallas as a present for his wife.

She liked it because "it goes with my blue hat." The Russells claim they are just "camping out" in their house,

plan to turn it over to the servants and build a bigger one for themselves as soon as they can get around to it.

**THE LAND IS GOOD AND
TAXES ARE FAVORABLE
TO SOUTHWESTERN RICH**

The tank cars of oil and the fields of cattle are the basic ingredients of the Southwest's wealth. But almost as important are peculiarly favorable provisions of the U.S. income tax laws. The oilmen and ranchers can make far larger deductions than most businessmen elsewhere. An oilman can, for example, deduct 27½% of his gross income as an allowance for the depletion of his oil fields so long as this allowance does not exceed 50% of his net income.

Then he can put some of his money in cattle where other deductions are allowed. And if he makes too much money in cattle he can put some back in oil, thereby staying out of the next tax bracket.

This happy combination of oil, cattle and tax situation helps account for the Southwest's impressive number of expensive cars, furs and mansions. It also explains why Dallas' Neiman-Marcus store has nearly 300 charge accounts that run over \$50,000 a year.



FINANCIAL CENTER OF MIDLAND, Texas is the lobby of the Scharbauer Hotel. On this informal "stock exchange," \$50 million worth of business is done a year by Midlandlers in cowboy hats who sit all day in seats reserved for them by custom. On the bench in foreground Millionaire Rancher-Oilman Jack Wilkinson leans forward to talk

business with Millionaire Rancher Tom Nance. At the center table Millionaire Oilman Joe Crump (*background*) discusses a deal with two other oilmen. Millionaire Rancher Oilman Hal Peck has lost his customary seat (*right background*) to a lady who does not know of his priority, so he temporarily conducts business on his feet right in front of her.

THE MONEY GOES EASY BUT IT COMES EASIER

The Southwest has showered its wealth on the big businessman and the druggist, the flamboyant and the humble, and they have reacted in a vast variety of ways. Some, like D. Harold ("Dry-Hole") Byrd, use their riches for joyous flings while others, like Oklahoma's Governor Turner, have used it to enter

politics. But most of them have reacted like Bill Likins (*opposite*) of southern Oklahoma. Likins, a welder in 1929, made a fortune in oil, used it to set up a model Hereford ranch. Now he devotes his time to pouring his wealth back into the land that made him rich, and he is thereby getting even richer.



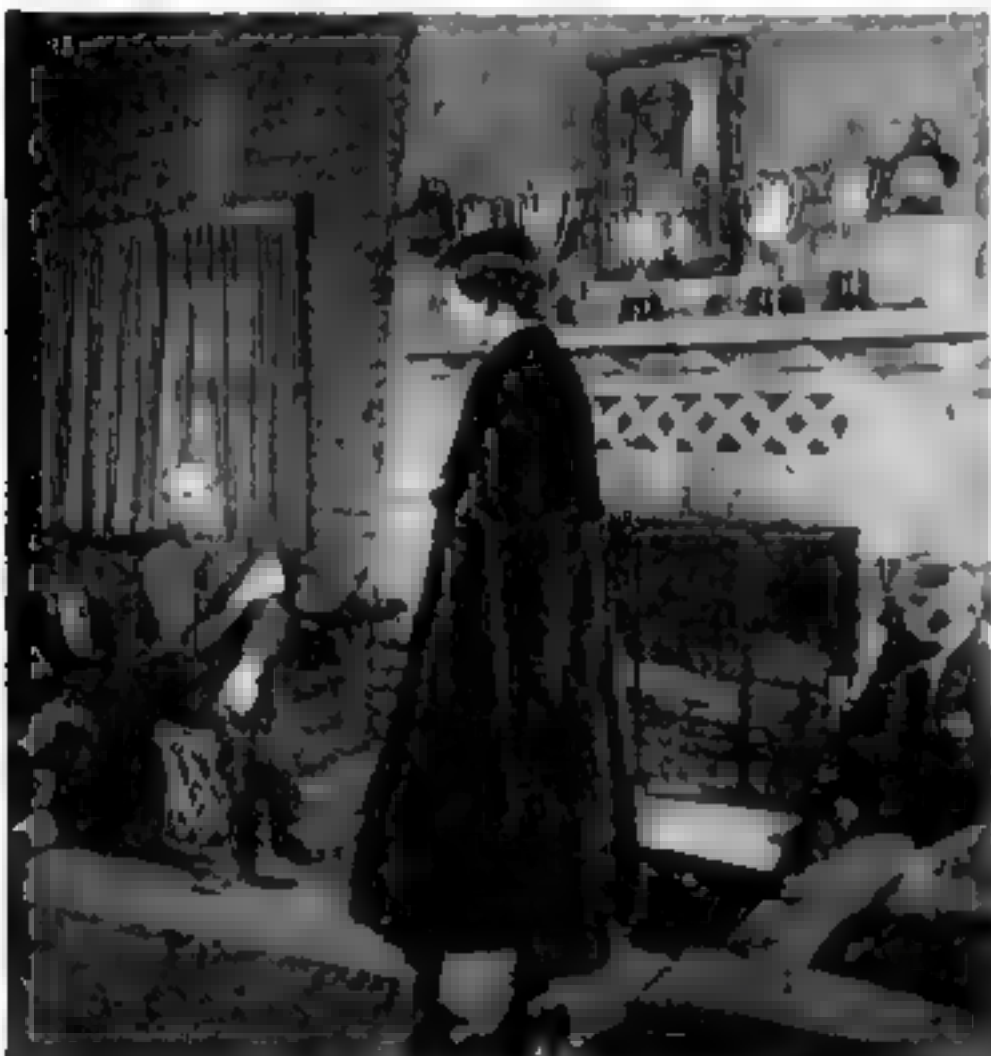
"BUDDY" FOGELSON (left, foreground) and Dick Andrade III (*beside the chef*) are two of Texas' most famous oil-millionaire playboys. Here they watch preparation of *crêpes Suzette* in Dallas' private Cipango Club.



THE SCHARBAUERS, mother and son, inherited some \$20 million from the late Rancher-Banker Clarence Scharbauer, now run his empire from hotel he built in Midland, Texas. Clarence Jr. is at work by 5 every morning.



KARL HOBLITZELLE considers buying Rolls-Royce in Dallas. He arrived in Texas 43 years ago with little money, now owns banks, utilities, vast tracts of real estate, a chain of 178 theaters, is worth about \$30 million.



CHARLIE PETIT, an ex-teacher, made fortune in oil, has built a big Texas ranch. He now spends heavily on such things as this present for his wife: a mink coat being displayed at his ranch by a Neuman-Marcus model.



GOVERNOR ROY TURNER (*right*) of Oklahoma owns a 10,000-acre Hereford ranch where every year he holds a stock auction in a huge exhibition barn that seats 2,000 cattlemen, and throws a big party for his friends.



TOM NANCE, who has made millions in cattle, has a "ranch suit" custom-made. The tailor is a veteran from Florida who was stationed in Midland during the war, came back, has made more than \$100,000 in his shop.



FRANK PETERSON, on Colorado old-age pension before the war, is making a killing in wheat in the rich farmland around Springfield. He has passed his first quarter million and is on his second Cadillac (*above*) of the year.



"DRY-HOLE" BYRD, so nicknamed because he made 100 tries before finally hitting oil in Texas, puts on false whiskers to stroll with his two secretaries during a trip to Mexico that he took with 30 of his friends in two planes.



ED HEUSTED of Springfield, Colo. had only \$2.71 in 1921, now owns \$250,000 wheat elevator and a drugstore where he demonstrates with limes (*above*) how the atomic bomb will hit wheat elevators unless they are dispersed.



BILL AND ALICE LIKINS RELAX IN THE LIVING ROOM OF THEIR 8,300-ACRE OKLAHOMA RANCH HOME AMIDST A ZOO OF TROPHIES OF THEIR MANY HUNTING TRIPS

CHINA: BLUNDER AND BLUSTER

OUR POLICY, NO LONGER PRO-COMMUNIST, IS STILL DEFEATIST, AND OUR AID COMES LATE

The story of the China aid bill now being passed by Congress is a short course in American foreign policy. Like the current government line in Palestine we have no choice but to support it; yet it is a lesson in blunder and failure. Only a very rich nation can afford such persistent folly—and not even the U.S. can afford it for long.

The Truman-Marshall administration requested \$570 million to be given to the government of China and then publicly insulted that government. The government selected for such unique treatment has done and is doing more active fighting against Communism than any other government in the world—and with guns. The head of that government—Chiang Kai-shek—is a pro-American statesman who has been fighting Communism for 20 years.

There must be a reason for such exceptional stupidity as attacking America's most loyal ally against Communism. There is, and last week it became apparent to many a senator and congressman. The reason is that American behavior in and toward China has been the most completely disastrous failure of U.S. foreign policy since the war. And the U.S. government seeks to alibi this failure by blaming it all on Chiang Kai-shek.

America's policy in China was, in effect, pro-Communist. Last year Dewey and Taft and other Republican leaders demanded a fundamental revision of this absurdity. As a sop to them the Truman-Marshall State Department went to work halfheartedly on a China program. But at the same time that it put forward the policy, it seemed eager to sabotage the policy—and Chiang Kai-shek along with it. When he presented the program to Congress, Secretary Marshall drew the usual hopeless picture of conditions in China (corruption, etc.) and concluded "that it is impossible to develop a practical, effective, long-term, over-all program for economic recovery." The \$570 million he asked for was merely "to help retard the present rapid rate of economic deterioration and thus provide a breathing space." Call it conscience money, a holding attack, Operation Rathole; it is not a bet on the Chiang government nor a commitment to support it.

The China aid bill will not save China from Communism. And unless the Truman-Marshall State Department makes a clean change in its attitude toward China, it will not even serve to gain us 5¢ worth of goodwill.

But the presentation of the China aid bill to Congress served one useful purpose. It brought to the fore a few expert witnesses on China who had, for one reason or another, kept silent or been kept under wraps.

The Witnesses

Thus the full case against our war and post-war China policy, a policy of disastrous neglect half-hidden by irrelevant sermonizing, has only recently been heard above the noise of the propaganda against Chiang. Among the first witnesses was William C. Bullitt, a gallant leader in the fight to stop American appeasement of Communism. But since Bullitt opened the door to the truth about China, others have stepped up to make him look downright mild. In case you missed them:

GENERAL MACARTHUR: "The Chinese prob-

lem is part of a global situation which should be considered in its entirety in the orientation of American policy. . . .

"The international aspect of the Chinese problem unfortunately has become somewhat beclouded by demands for internal reform. Desirable as such reform may be, its importance is but secondary to the issue of civil strife now engulfing the land. . . .

"Underlying all issues in China is now the military problem. Until it is resolved, little progress can be expected toward internal rehabilitation regardless of the extent of outside aid."

GENERAL WEDEMAYER: "Two years ago I would have accepted this [economic aid to China]. Today it's too late. . . . We should give military aid. . . . The Chinese leaders are, I believe, honestly trying to achieve what we have in mind."

GENERAL CHENNAULT flew from China to testify. He said that if we fail to give Chiang military support, it will be "the greatest failure of American foreign policy in all our history." Like Senator Taft he even thought China was a more important front against Communism than Europe and a more likely place to prevent a U.S.-Russian war as well. "The Russians are not willing to make this [Hitler's] mistake—they will not move toward a war with us until their eastern flank is secure. . . . In my opinion China is the key to world peace—or to victory if a third world war is precipitated."

The Nadir and Since

General Chennault did not stop there. He wrote a smashing series of articles for Roy Howard's crusading newspapers, ripping our official China policy from stem to stern. He said that if Truman and Marshall had had their way in China, "China would be Communist today"—which would of course doom most of Asia to Red dominion. "I don't mean to say this was the conscious aim in China, but I sincerely believe this would have been the result." General Chennault was in China all through the war and after. He heard the anti-Chiang, pro-Communist gossip of the Chungking cocktail parties and watched the diplomatic disasters that arose from General Stilwell's contempt for Chiang. He relates how at the nadir of our policy, Stilwell tried to make Chiang's virtual abdication the price of our wartime aid. Luckily Stilwell was yanked instead.

But how far have we come from that nadir? Long after V-J day, General Marshall was still trying to impose a "coalition" government on China—a coalition with Communists. In other words Marshall tried his best for a whole year to get China to follow the example of Czechoslovakia. Secretary Marshall has at last acknowledged that the Chinese Communists are in "open rebellion." But he still stands by Truman's 1945 declaration that the Chinese government should "broaden its base" (which, incidentally, it has). So the Chinese can be forgiven for wondering whether even now it is the U.S. policy to undermine their legal government and pave the way for a Communist victory.

There is not much in the China aid bill nor in the State Department's presentation of it which reassures the Chinese on this point. Congress is changing the bill in one way: instead

of being used only for peaceful necessities, \$100 million or more can be used for arms. This amount might enable the Chinese armies to stabilize their present fronts for a while, provided the supplies reach China soon. (Some of the long-promised ammunition on which Marshall lifted the embargo last summer has not reached Shanghai even yet.)

Our policy today in China is no longer pro-Communist; it is simply defeatist. Last week even Senator Vandenberg, the Republican strong man in foreign affairs, seemed momentarily infected by the State Department's defeatist line. His committee report contained a wholly gratuitous lecture to the Chinese government. Vandenberg had a bad day withdrawing the report and trying to undo the damage, but damage it was.

A Political Pearl Harbor

The Truman-Marshall attitude now is that yes, it is in our interest to help China against Communism, but unfortunately we have other more important things to do. Yes, the cold war is indeed global, but one must concentrate on one front at a time. This may be true, but this is cold comfort to the Chinese. In effect we tell them, "We didn't help you when our help would have been decisive against Communism; now, when it is obvious we must help, we can't. And anyway you don't deserve it." It is as though Truman and Marshall had declared a political Pearl Harbor. Recalling how they suffered from redoubled neglect after Pearl Harbor made them our formal ally against Japan, the Chinese have no reason to feel optimistic now.

With Greece, Turkey, China and now Western Europe all needing military supplies, our arms production will soon be under great strain. This makes the Chinese situation all the more desperate. At the very moment the government recognizes the military and global nature of the world conflict, the Chinese front is virtually given up for lost.

Perhaps, as in the war, we have to be for Europe first and China last. But at least we don't have to repeat the major error of the "China last" policy. That error, which only Wedemeyer and Pat Hurley did not commit, was to treat the Chinese government as a second-rate and temporary ally. Senator Taft, with his usual blunt honesty, goes so far as to opine that Marshall & Co. will never handle China right because "Marshall does not like the Chinese and has no interest in their problems." Even without changing their global strategy Marshall & Co. have one last chance to prove the senator wrong. Let them look to it.

PICTURE OF THE WEEK: ➔

In India last week Mahatma Gandhi stood enshrined in stone among the Hindu gods in a Durga temple in Madras Presidency (opposite). Small, bald and draped in simple robes, he was dwarfed by the figures about him. On his right Sarasvati, Hindu goddess of rhythm, plucked a stone instrument while on his left, Lakshmi, the goddess of beauty seemed to shield him with a stone hand. Between them India's "Great Soul" serenely pondered the troubled world through steel rimmed-spectacles.



MAHATMA GANDHI TAKES HIS PLACE
BETWEEN THE GODDESSES OF MUSIC
AND BEAUTY IN AN INDIAN TEMPLE



AT THE END OF THREE-MILE PARADE JUBILANT ITALIANS JAM TRIESTE DOCK TO CHEER U.S. CRUISER "DAYTON" AFTER U.S., FRENCH AND BRITISH ANNOUNCEMENT



FOREIGN MINISTER Bidault (left), with Sforza looking on, makes the proposal to return Trieste after he and Sforza signed new Franco-Italian trade agreement in Turin.



BRITISH TOMMIES, fearing trouble, emplace a Bren gun on border between Yugoslav and British-American zones. Five thousand U.S. troops also stand guard in Trieste.



THAT TRIESTE SHOULD BE GIVEN BACK TO ITALY

TRIESTE TO ITALY

Democracies offer to hand it back

On March 20 in Turin, one of Italy's Red strongholds, French Foreign Minister Georges Bidault dropped a bombshell on the Italian Communists. Bidault announced that France, Great Britain and the U.S. had agreed that the Free Territory of Trieste should be returned to Italy.

This set off a wild celebration in Trieste (*above and right*) and brought agonized cries from Yugoslavia's Dictator Tito and from Moscow, where the decision was angrily denounced as action "behind the back of the Soviet Union."

What really hurt was that the proposal might influence Italy's April 18 election, in which the Communists are making a supreme effort. It was intended to. The U.S. had got wind of a Russian plan to restore Trieste before election day, and the democracies had simply beaten the Reds to the punch.



EXCITED ITALIANS swarm over a statue in Trieste while one waves an Italian flag. Three-power proposal also

touched off celebrations in other Italian cities including Florence, Naples and the Communist stronghold, Milan.

HARRY TRUMAN STUMBLES

When it looks as if the leader has lost his footing
his frantic followers begin to move in for the kill

The law of the jungle was working in the Democratic party last week as brutally and logically as in any steaming forest. Harry Truman, the leader of the herd, stumbled and lost his footing. Immediately his followers, who had stayed at his heels through many a skirmish, turned on him to finish him off. The leader fought back weakly against a rain of blows from every quarter.

Attacks Came from the South. Truman's guileless endorsement of civil-rights measures had already alienated many hidebound white-supremacy Democrats. In other years Leader Roosevelt's similar stand had had the same effect, but Roosevelt was a political genius who could cajole the Southerners into thanking him for their wounds. Leader Truman had no such talent. In state after state the lesser fry and then the kingpins repudiated him. Last week both of Alabama's liberal senators, John Sparkman and Lister Hill, joined the revolt. It had become clear to them, and especially to Sparkman who was running for re-election, that they could not salvage their own local political futures unless they ditched their national leader. Thus all the way from Virginia, where Senator Harry Byrd bellowed defiance, to Texas, where Tom Connally chewed his cigar in quiet disgust, the South turned thumbs down on Truman. They talked of another nominee for November, and the name of Ike Eisenhower stirred many a wistful whisper.

Attacks Came from the North. In New York, Democratic bosses shuddered at the thought of what Truman's sudden about-face on Palestine partition had cost them. The Jewish vote in New York City alone could swing the state. Few wondered now how the Jewish vote would go, although perhaps Truman could partially recoup by pointing out that his switch involved national security. And, even while still loyal Democratic leaders reminded the party that Truman faithfully followed President Roosevelt, two of Roosevelt's sons violently disagreed. On March 26 both Franklin D. Jr. and Elliott announced that they believe another man is necessary to bring about national unity. The man they mentioned was Ike Eisenhower.

Attacks Came from the Midwest. Down to Washington on March 20 went little Jake Arvey of Chicago, current boss of the Democratic machine. Painfully he explained to Democratic National Chairman J. Howard McGrath that he, Arvey, could not put over his slate in Illinois with Truman heading the national ticket. The liability of having the name of the President of the U.S. on the ballot, he felt, was too great. Fondly he mentioned the idea of another presidential nominee. Someone, he said, like Ike Eisenhower.

Attacks Came from the Far West. In California, Democratic State Chairman James Roosevelt, trying desperately to maintain harmony, was forced to call an emergency meeting of the 62 Truman-pledged delegates. When it was over Roosevelt announced that all was well. Forty-two of the delegates concurred, but the other 20, who had not bothered to attend the meeting, said nothing.

Attacks Came from Congress. Republican leaders, aided by many a dissident Democrat, put Truman on the spot by passing a tax cut by a huge majority. Even though many knew that such a cut might well prove incompatible with the needs of national defense, they still relished the thought of Truman vetoing it in an election year. After this legislative clout in the solar plexus the Republicans merrily considered which of the politically lethal civil-rights bills they would bring up first. It mattered little since all of them (anti-poll tax, anti-lynching and FEPC) would bring party woe to Truman.

Attacks Came from Organized Labor. Louis Hollander, president of the New York State C.I.O., and Max Zaritsky, member of the A.F.L.'s national executive board, both blasted Truman and glanced around for "a great leader." Observers thought this line might reflect the yet unspoken opinions of the big bosses, Philip Murray and William Green. John L. Lewis, leading his coal miners into the third week of the strike which he says is not a strike, made more serious trouble. As coal stocks dwindled, Lewis was forcing Truman into a corner from which it would be hard to escape with political credit. He was forcing him to reach for a weapon—the Taft-Hartley Act—which Truman himself had denounced.

Meanwhile the assortment of Republican presidential candidates sniped relentlessly away. Embittered Henry Wallace droned on, looking every day less like a thorny nuisance and more like a man who could indeed hack away a vital segment from the Democratic party. To chronicle all these blows the nation's newspaper cartoonists cut loose with a wave of drawings that made Truman look like anything but the man in charge. The leader of the herd had fallen to his knees and none seemed inclined to show him mercy.



ONE OF TRUMAN'S PROBLEMS was caricatured in the Washington Post by Herbert Block, who lambasted Palestine switch with "Well, he sure got partition over here."



COLLAPSE OF THE PARTY was pictured by New York World-Telegram's Harold Talburt, who drew fallen barrel staves to indicate the outbreak of Democratic mutiny.



Conflicting gestures describe Democratic views of Truman's civil-rights program

On March 23 a *Life* photographer was taking a picture of four Democratic senators: Hill of Alabama, Hoey of North Carolina, Byrd of Virginia and McGrath of Rhode Island (from left to right, above). The discussion concerned Truman's civil-rights program. The problem was what kind of picture to take. "Somebody," said Senator Hill, "should

be making a thumbs-down gesture" and down went his. Quickly Senator McGrath, who is also Democratic national chairman and responsible for party unity, whirled with a gesture of his own. Pointing to a picture of President Roosevelt (below), he said, "Harry Truman isn't proposing anything that that man didn't propose." The others were unimpressed.





AT A FEAST ON AN ISLAND NEAR NEW GUINEA A RARE ALBINO SITS WITH TRIBESMEN AND SQUINTS HIS WEAK, UNPIGMENTED EYES AGAINST THE GLARING SUN

MELANESIAN ALBINO

He takes front-row seat at feast
and risks his worst ill—sunburn

Last month at a tribal feast in the Trobriand Islands, which lie in the jurisdiction of Australia 100 miles east of New Guinea, a wandering photographer accidentally stumbled on a genetic rarity—a pure-white albino in a colony of brown-skinned Melanesian natives (*above*). Like other albinos, who occasionally appear among all races when the genes from both parents fail to produce pigment, this native had colorless hair and skin

and characteristically weak, pink eyes. He was treated with great solicitude by his fellow tribesmen, who led him gently to his sunny, front-row seat at the feast. However, a place in the shade of a tree would have suited him far better. Because of his deficiency, which leaves him perpetually unable to acquire a tan, he is subject to one of the worst ills which can befall a native of the tropics—chronic, painful and utterly fruitless sunburn.

Hothouse Mushrooms —picked at their peak Sweet Cream —smooth and extra-heavy make this Luxury Soup

You who have had this grand soup will need no urging to enjoy it often. But if by chance you've yet to taste Campbell's Cream of Mushroom Soup—Lady, there's a true delight in store for you! You'll revel in this gloriously smooth blend of choice cultivated mushrooms . . . rich, extra-heavy whipping cream . . . with tender mushroom pieces added for every plate. Let your family—and guests—have it frequently.

Campbell's CREAM OF MUSHROOM SOUP

LOOK FOR THE "T" ON THE LABEL



A dairy maid, I milk the cows
That home from pasture troop,
I send the cream to Campbell's
For Cream of Mushroom Soup!



Have you ever tried
this simple recipe?

CHICKEN à la KING

1 can Campbell's Cream of Mushroom Soup
1/2 cup top milk or light cream
1 cup diced chicken
1 egg yolk, beaten
1/2 tsp. paprika
1/2 tsp. salt
1/2 tsp. pepper

Empty soup into a saucepan and stir well. Add milk or light cream and beat. Then add diced chicken and egg yolk. Mix in paprika and green pepper (the pepper may be cooked in boiling water or sautéed in butter). Heat but do not boil. Serve on toast or in patty shells. Serves 4-5.



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BUY MORE WISELY
FEED YOUR FAMILY WELL



SWIFT'S PREMIUM HAM



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SWIFT'S BRANDS OF BEEF

Swift's Man of the Year!

The man of science has long had the spotlight at Swift & Company. He has won it by such outstanding achievements as the creation of Swift'ning*—a great basic product now perfected after 18 years of research. This has been called one of the most noteworthy projects ever undertaken by the food industry. Thus do Swift's scientists constantly seek new and improved products . . . ways to make all Swift's foods better and better.

Here indeed is another "first" for Swift & Company.

For centuries one of the great staple foods, lard, had remained virtually unchanged. Swift scientists determined to improve it. They believed that lard could be so perfected that it would give finer all-round results than any other shortening.

Now—in Swift'ning*—they have achieved their goal. Tasteless, odorless, and containing a special quick-mix ingredient, Swift'ning (unlike old-type lard) makes superb cakes as well as extra-flaky pies. Needs no refrigeration. Is highly digestible, extra nutritious . . . worthy of the Swift name on the package.

With the Swift brand name as a guide you can pick top quality products every time. For instance, for the best buy



in meat, all you have to do is look for the brand name Swift on the steak, roast, chop, or other meat you want.

You can rely on the Swift name to guide you always to the finest in franks (Swift's Premium), to top quality in pork sausage (Swift's Brookfield) and in table-ready meats (Swift's Premium and Prem).

This assurance of quality is important to you, particularly these days when the careful purchase and preparation of meat are so desirable. Look for the Swift Quality Seal. It stands for uncompromised eating excellence—the finest of the fine—your best buy, always!

*Swift'ning is the trade-mark for Swift & Company's new, improved Bland Lard

Swift & Company



PREM



SWIFT'S PREMIUM FRANKS



SWIFT'S MEATS FOR BABIES



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 63 years of experience, the technical skills of its operating people and of its great laboratories with their test kitchens, stand behind this pledge.

★ ★ ★ PART OF THE AMERICAN SCENE ★ ★ ★

Coffee Time—in the morning sunlight . . . traditional prelude to the day's work. Never are the rich aroma and the friendly stimulation of coffee more welcome. And because Maxwell House is America's favorite—coffee time is Maxwell House time wherever you go. Painted by Ben Stahl.



Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

TUNE IN Maxwell House Coffee Time—singing George Burns and Gracie Allen. And there do—night

PEOPLE



FARNSELEY'S BRANDS reflect his taste. "Copperheads" were Northern Confederate sympathizers.

LOUISVILLE GETS A STRANGE NEW MAYOR

When Mayor Charles Farnsley finished one of his first speeches as the new mayor of Louisville, Ky., a citizen exclaimed, "He was over my head a couple of times. But dammit, I like it." In the months to come many another Louisville resident will discover that his new mayor is difficult to comprehend but as easy to like as mellow bourbon. Mayor Farnsley's most impressive attribute is his unreconstructed love for the old South. He wears a string tie, is an expert at giving the Confederate salute (*right*). When he goes north he uses a carpetbag for a suitcase. He even leaves the top and bottom buttons of his vest undone, as was the fashion during the War Between the States. Mayor Farnsley is also a jovial, unreconstructed wag. He has his own whisky blended (*above*), registers it with the government under such names as Rebel Yell and Lost Cause. When he applied for the name Damyankee and the government replied that this was "had taste," he promptly applied for the name Bad Taste.

But Farnsley is more than a mere Claghorn. In his serious moments he has been a prosperous lawyer, a scholar and one of Louisville's leading citizens for years. Because of a near-mania for mass education he has used his spare time to help establish accredited night classes in Louisville libraries and work out short courses of study for Louisville's radio stations. As mayor he is full of new plans for solving every Louisville problem from finances to sewers. But the dignity of his office will never dim his unrestrained love for the old South. A friend once discovered him weeping at a war play on the radio. When asked what the matter was, Farnsley wailed, "Can't you hear? They have just taken Richmond."



THE CONFEDERATE SALUTE is given by Farnsley on Confederate monument at end of Confederate

Place, where he lives. At other end is the Southern Railway station, with connections to all points south.



IT HAS TO BE GLASS TO MAKE COFFEE



Nothing but glass rinses clean... stays clean and sweet. Never taints coffee flavor. Silex is heat resistant Pyrex.

THIS GOOD!...IT HAS TO BE SILEX TO OPEN



Silex's new patented "Pop-Up" handle loosens upper bowl for removal quickly, easily.

INSTANTLY FILTER CLEAR...



Only the Silex "Flavor Guard" filter locks in... assures clearer, finer coffee every time. Use with or without cloth.

AND BREW PERFECT COFFEE EASILY EVERY



Amazing Silex self-timing stove keeps coffee and water together at exact heat and time for perfect coffee!

TIME! SEE THE IMPROVED SILEX.

NO ONE MAKES THE
REAL SILEX...BUT...



PEOPLE CONTINUED



AT THE MICROPHONE the day after accident Mary Margaret takes a matronly stance. Here she broadcasts from the apartment of Mrs. Emily Post.

MARY MARGARET McBRIDE ZIPS TO NEW HIGH WITH LISTENERS

On March 22 up and down the eastern seaboard housewives eagerly tuned in to New York's Station WNBC. "It's 1 o'clock," said treacly voiced Announcer Vincent Connolly, "and I can't say 'Here's Mary Margaret McBride.'" Since he has been saying this for 12 years, it was a profound shock to her faithful audience. "It seems," Connolly continued, "that Mary Margaret has met with a slight accident." A collective shudder ran from Maryland to Massachusetts. Hastily he went on. "Nothing too serious, but sufficiently serious to delay her. She'll be here. It is merely an um, ah. . ."

For 10 minutes the program limped along as best it could, while the audience wondered. Then at last they heard her familiar voice, "The kind," she says, "that pushes itself up against you." Her tones gave no hint at first of what accident had befallen her, but then Mary Margaret (height, 5' 4"; estimated weight, 180 lb.) hoosed a tale that 15 years ago might have suffocated the then infant zipper industry in its basin: "This is probably the most ridiculous thing that ever happened to a woman, and since you'd wonder forever, I can't bear to have you wondering. I got zipped in my own corset and a piece of me came out. We had to have a doctor to get it off. He cut it off! There's one corset less." She did not mention that her apartment janitor, roused from the basement, had also come hopefully to her aid with an assortment of saws, files and pliers.

The mishap, like almost everything else Mary Margaret says or does, only further endeared her to her audience and hence to her 13 sponsors. These are mostly food companies, who take potluck on her 45-minute program—sometimes she gives a big plug to one product, sometimes she has to be playfully reminded of the same product by Vincent Connolly as her air time runs out. However it is unlikely that she will ever totally forget any of her sponsors, since each of the 13 pays her \$175 a week, and for good reason—one of her casual remarks once sold eight freight-car loads of carrots. This remarkable facility stems from the fact that Mary Margaret herself dearly loves food and can be heart-rending on the subject of egg noodles. It is true that some of her program guests, of whom she has two or three a day, are sometimes disconcerted when Mary Margaret sweetly breaks up a conversation with, "Ah, the Alpes-Maritimes! Do they have Glaubensfaust's pumpernickel there?" However scarcely a celebrity or would-be celebrity has ever turned down an invitation to be heard on her program. Even after last week's cruel blow the president of the biggest zipper-manufacturing concern in the U.S. would think long and hard before refusing her.



Thirsty!



soft! stronger!
-- in the One-or-Many box!



With the wide, wide opening you don't HAVE to take tissues one at a time. Satisfy yourself — ONE tissue or MANY-at-once! Single tissues lift out open for use. Many-at-onces come out in a neatly folded stack for purse or pocket. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.

Dependable **CHAMPION**

America's Favorite Spark Plug



Utilities having a direct obligation to the public are exacting buyers of such vital equipment as spark plugs. Their fleets must have dependable ignition. Experts on spark plug performance and dependability, the majority specify dependable Champion Spark Plugs.

FOLLOW THE EXPERTS . . . DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 7, OHIO



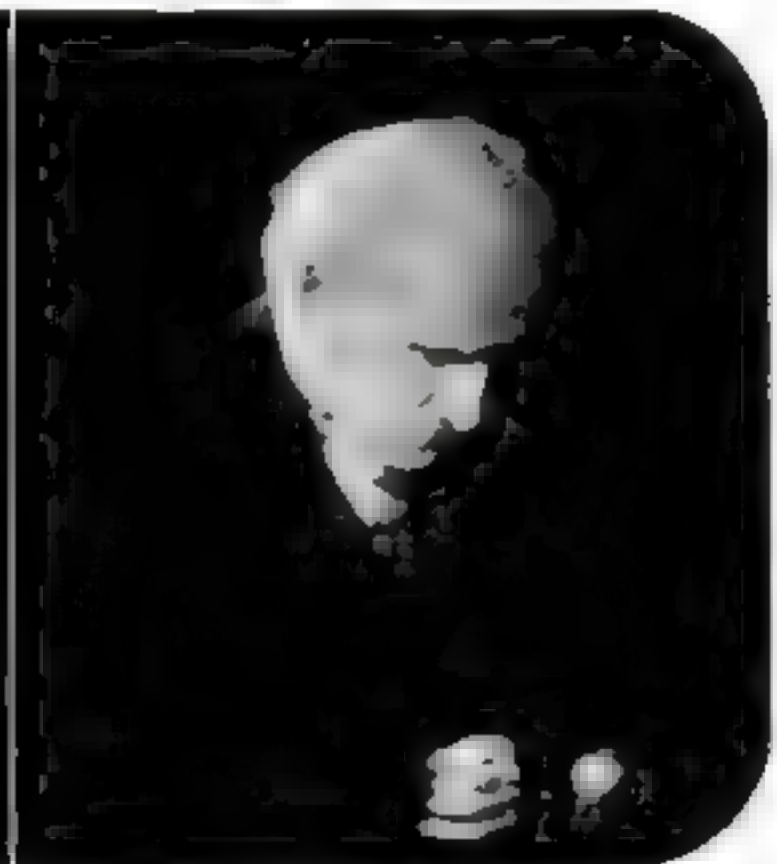
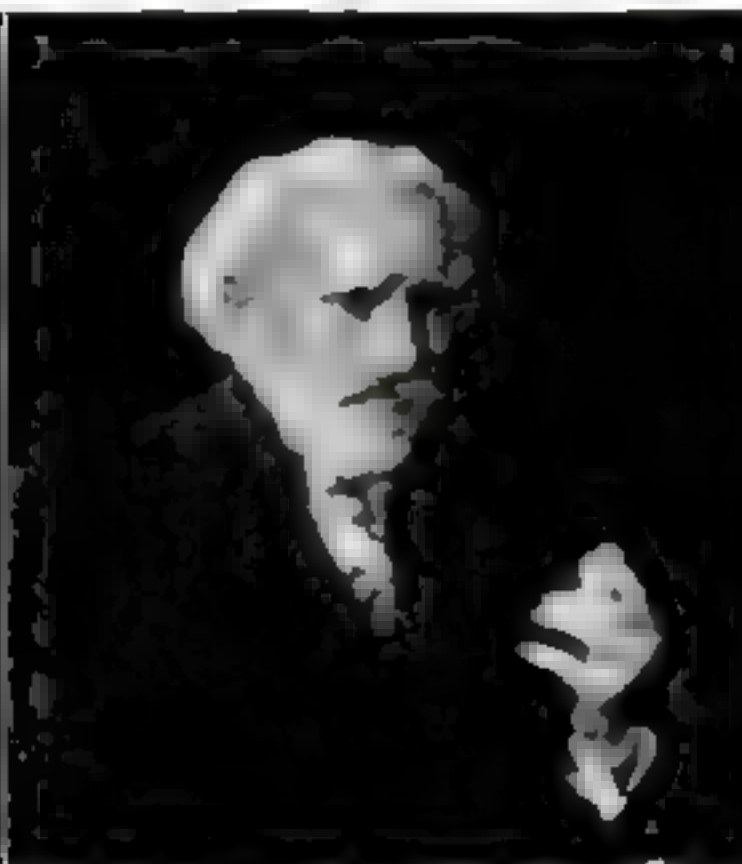
A GHOSTLIKE IMAGE OF TOSCANINI IS SUPERIMPOSED ON HIS ORCHESTRA AS TELEVISION CAMERAS PRODUCE AN INTENTIONAL DOUBLE IMAGE DURING CONCERT

PETRILLO RELENTS

Television presents Toscanini as
3-year ban on "live" music ends

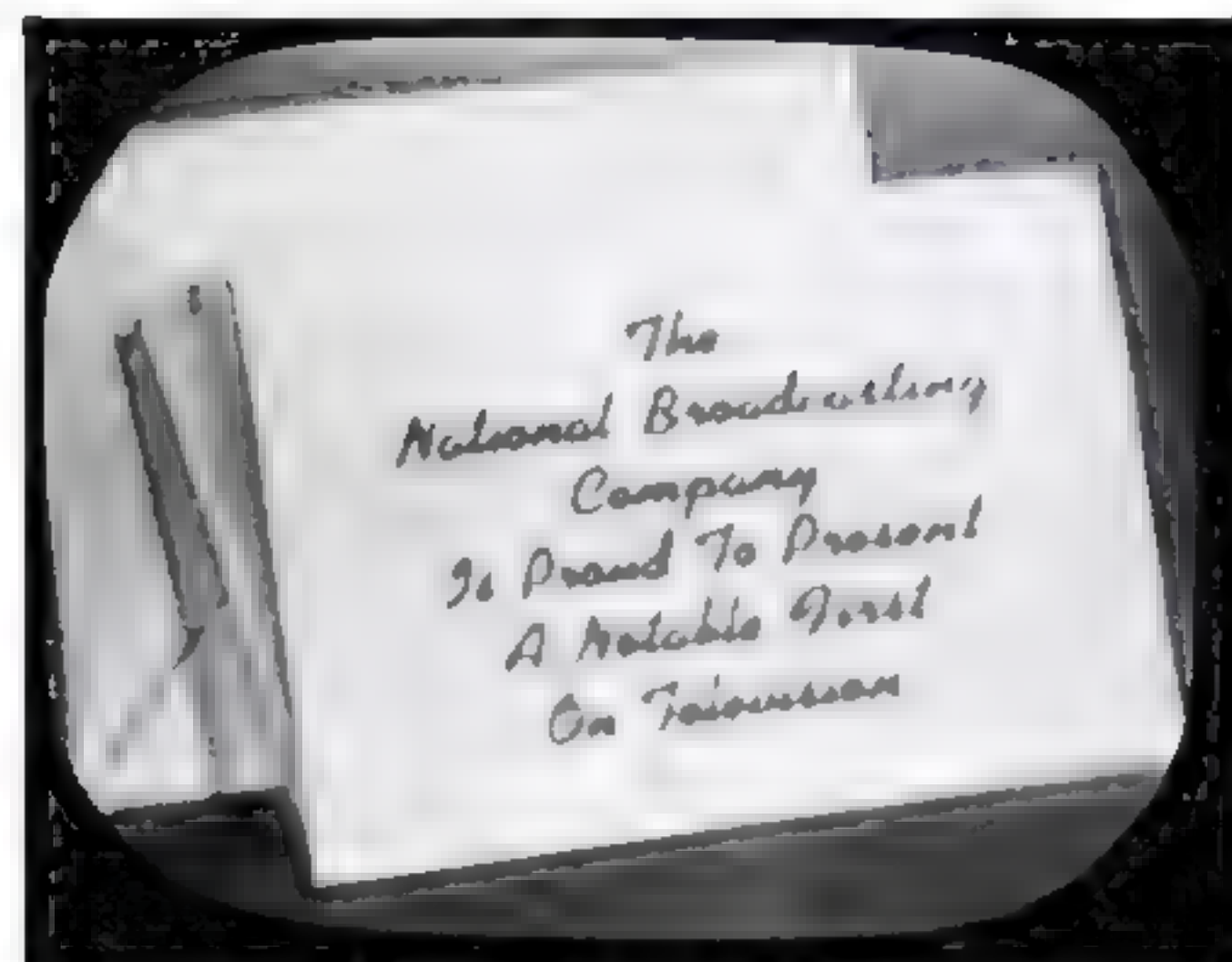
On March 18 James C. Petrillo, president of the American Federation of Musicians, made an announcement which the entire television industry had been waiting three years to hear—his ban on televised "live" music had been lifted. This meant that television audiences could at long last see as well as hear the great soloists, the great conductors and the great orchestras. Instantly NBC began to make impressive preparations for telecasting its regular Saturday evening symphony con-

cert led by Arturo Toscanini, solemnly proclaiming it a historic "first" in television. At 6:30 p.m. on March 20, before a welter of beaming NBC executives and a distinguished audience plus Petrillo himself, Toscanini began the all-Wagner concert. After a superb hour-long show the 81-year-old maestro, sweating from the heat of the lights, hustled off to take a shower. But NBC's elation was somewhat clouded. Its rival, CBS, had beaten NBC to the punch by a full 90 minutes (p. 46).



TOSCANINI'S CUES during his all-Wagner program are shown on the television screen. Here (from left) he signals the horns for a pianissimo, roars the melody during

the *Ride of the Valkyries*, waves in the cellos as his face glistens with perspiration. Finally (far right) the 81-year-old maestro bows wearily as the historic program ends.



ANNOUNCEMENT of the historic "first" in television is flashed on screen at beginning of NBC program although CBS scored a "beat" by 90 minutes.



THE ORCHESTRA is shown in a long shot which includes part of the audience. The program was varied with close-ups of the maestro and musicians.



PETRILLO APPLAUDS televised concert which he made possible. Later he embraced Toscanini, shouted at NBC's president, "Well, we're all lovers!"

CONTINUED ON PAGE 48



P.A.*

means **Pipe Appeal**

—And Pipe Appeal puts you on the right track with the ladies! Fill that pipe with Prince Albert, and you're sure of smoking joy and comfort, too!

means **Prince Albert**

◆ Long known as the National Joy Smoke, Prince Albert is America's largest-selling smoking tobacco. Try it — and you'll see why! P.A. is really rich tasting. It's mild and easy on the tongue. That choice tobacco is specially treated to insure against tongue bite. Get Prince Albert — in the familiar red tin — at your dealer's.



E. J. Reynolds Tobacco Co., Winston-Salem, N. C.



FOR THE MAKING OF A GREAT CIGARETTE, YOU CAN'T BEAT P.A.! IT'S CRIMP CUT — ROLLS UP FAST AND EASY!

The National Joy Smoke



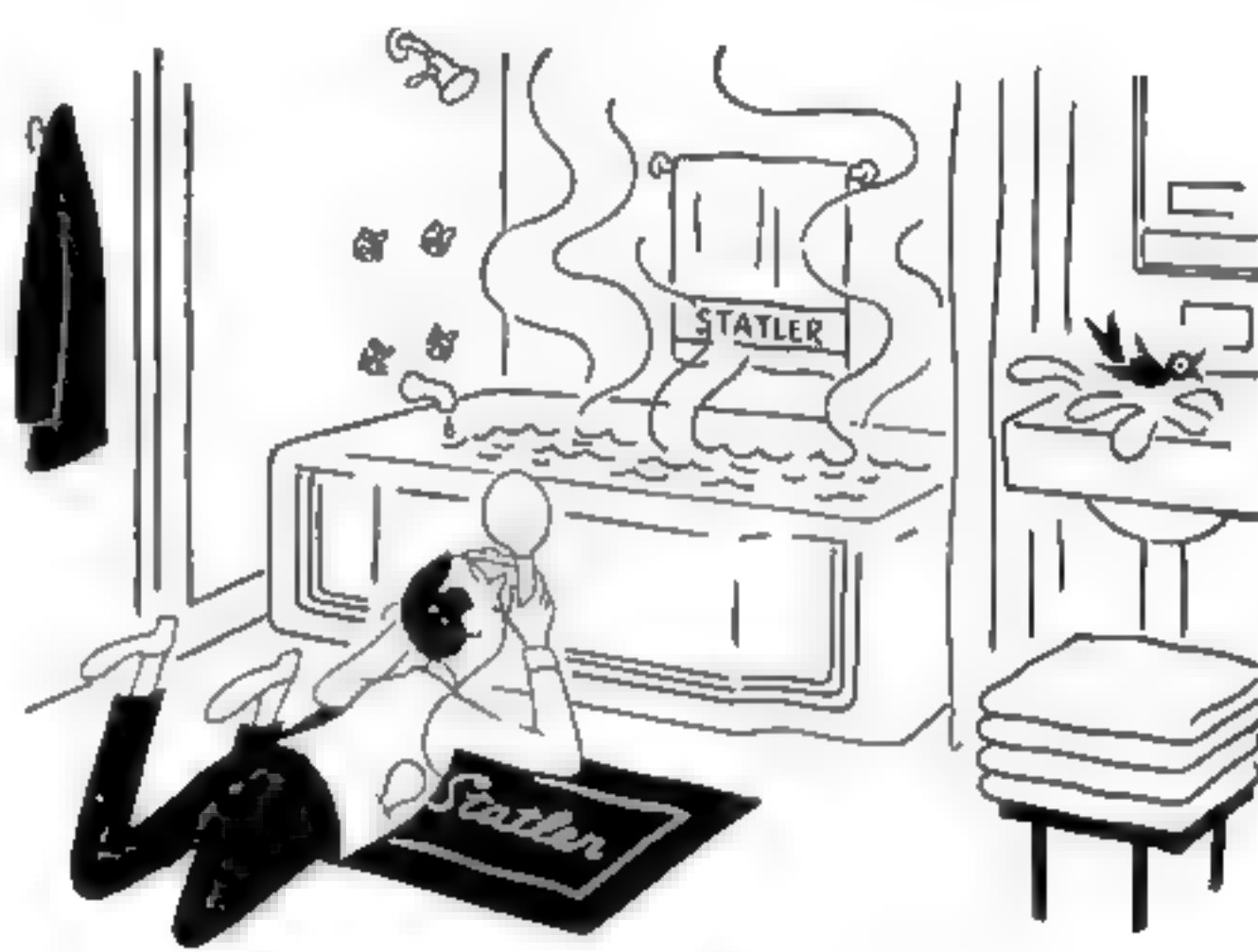
1. Candid Cal, the camera fan, with flash bulbs in his vest,
Came flashing into Statler, where you really are a guest.
"Your hospitality is great, it puts me at my ease;
And I'm a genius," he proclaimed. "Just watch the birdie, please."



2. "The perfect pic of happiness," the candid genius said,
"Would be a smiling gentleman on Statler's wondrous bed.
But when I pose the model, eight hundred springs and more
Put him to sleep and when I shoot, his smile has turned to snore."



3. "For perfect composition and distinctive eating pleasure
The meals prepared by Statler chefs are definitely treasure.
When I sit down to one of them, my art sure takes a beating.
Here, waiter, you take pictures. I'm much too busy eating."



4. "For lovely scenes in Statler's bath I never have to grope.
I snap the stacks of snowy towels, or cakes and cakes of soap,
Or all the steaming water that's a photogenic drama.
But no," exclaimed the camera fan, "I'll shoot a panorama."



5. "Now picture you at Statler when the music starts to play,
When singers, dancers, famous bands combine to make you gay.
Or focus on the friendliness you find in this hotel;
And candidly," said Candid Cal, "you'll find each picture swell."



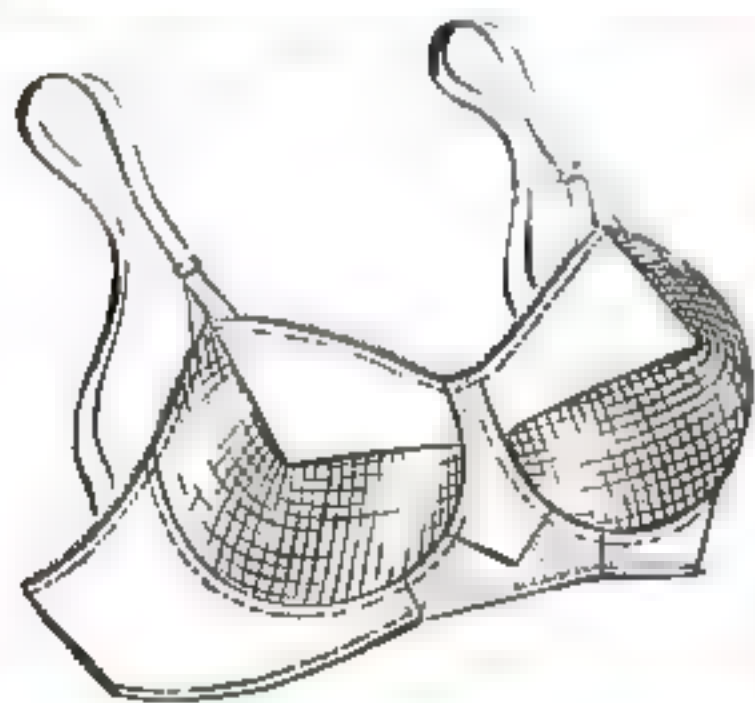
HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. 5. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!



MISS BEALL BALDWIN
of Atlanta, Georgia.
Chosen most "lovable"
from among 425 lovely
New York models!



Pretty as a picture...seductive, too! Miss Beall Baldwin wears Lovable Brassiere No. 902, artfully cut to separate and firm...it "does things" for you. No wonder it's the world's most popular bra—priced at only about \$1.75.

In rayon satin, nude, black or white, with lastex insert.

YOU'LL LOOK LOVELY TOO, IN A **BRASSIERE**

LOVABLE BRASSIERE CO., 350 Fifth Avenue

New York 1, N. Y. REG. U. S. PAT. OFF.

Television CONTINUED

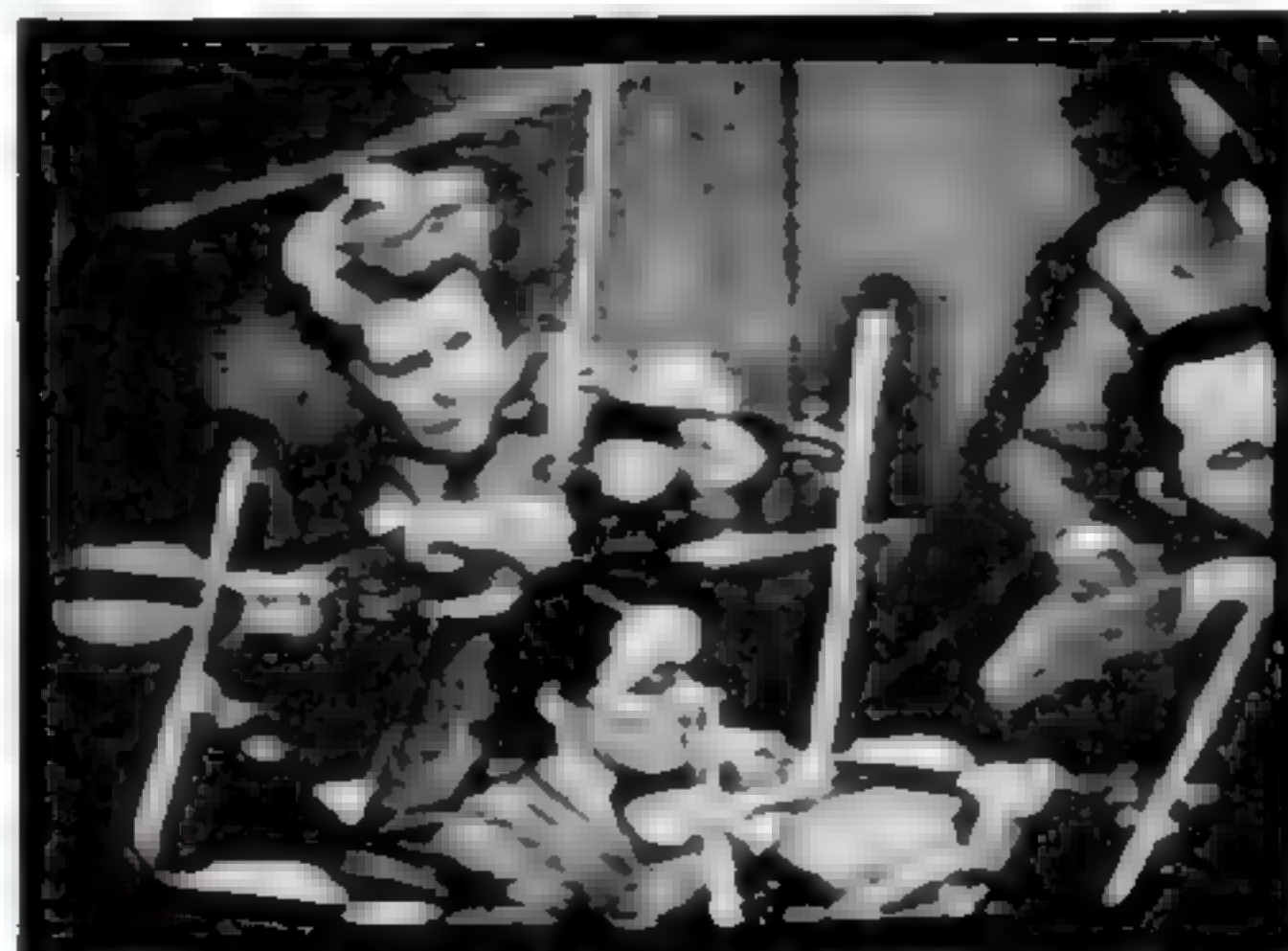


EUGENE ORMANDY conducted the Philadelphia Orchestra on rival CBS telecast. At top left one television camera catches him chewing a cough drop.

RIVAL CBS PROGRAM FEATURED A MAESTRO WHO ATE COUGH DROPS

Although CBS nosed out NBC in getting a big television "first," its results were far from perfect. The images were blurred and often distorted (*above and below*). But CBS did provide one notable human touch lacking on NBC. Midway through Rachmaninoff's First Symphony, Conductor Eugene Ormandy was seen to make a surreptitious gesture toward his mouth with his left hand. Then, grinning to himself, he began working his jaws furiously. One television fan was heard muttering, "Whatsa matter? His teeth come loose?" Others thought he was chewing on a gumdrop. Next day the New York Times music critic, reviewing the televised concert, also speculated on the incident. "One wonders," he wrote, "what a conductor chews during a Rachmaninoff symphony. Is it lozenges, cough drops or jelly beans?"

Similar queries poured in, by telephone and by mail, to television stations and to the maestro. Philadelphia's WCAU-TV felt called upon to issue a hurried bulletin under the headline, "Maestro, Mind Your Mannerisms!" The offending sweetmeat, said WCAU, was a peppermint. But, in its haste to explain, WCAU had erred. The whole matter was set right a few days later by Harl McDonald, the orchestra's manager. "It was," he grimly announced, "a cough drop. Luden's!" Mr. Ormandy always sneaks cough drops during a concert, it was explained, but his back usually hides the transaction from the audience. Ormandy had a final word, "I will never, never do it again."



STRING SECTION of the Philadelphia Orchestra came out very fuzzy on CBS television screen. But listeners and critics were pleased with the music.



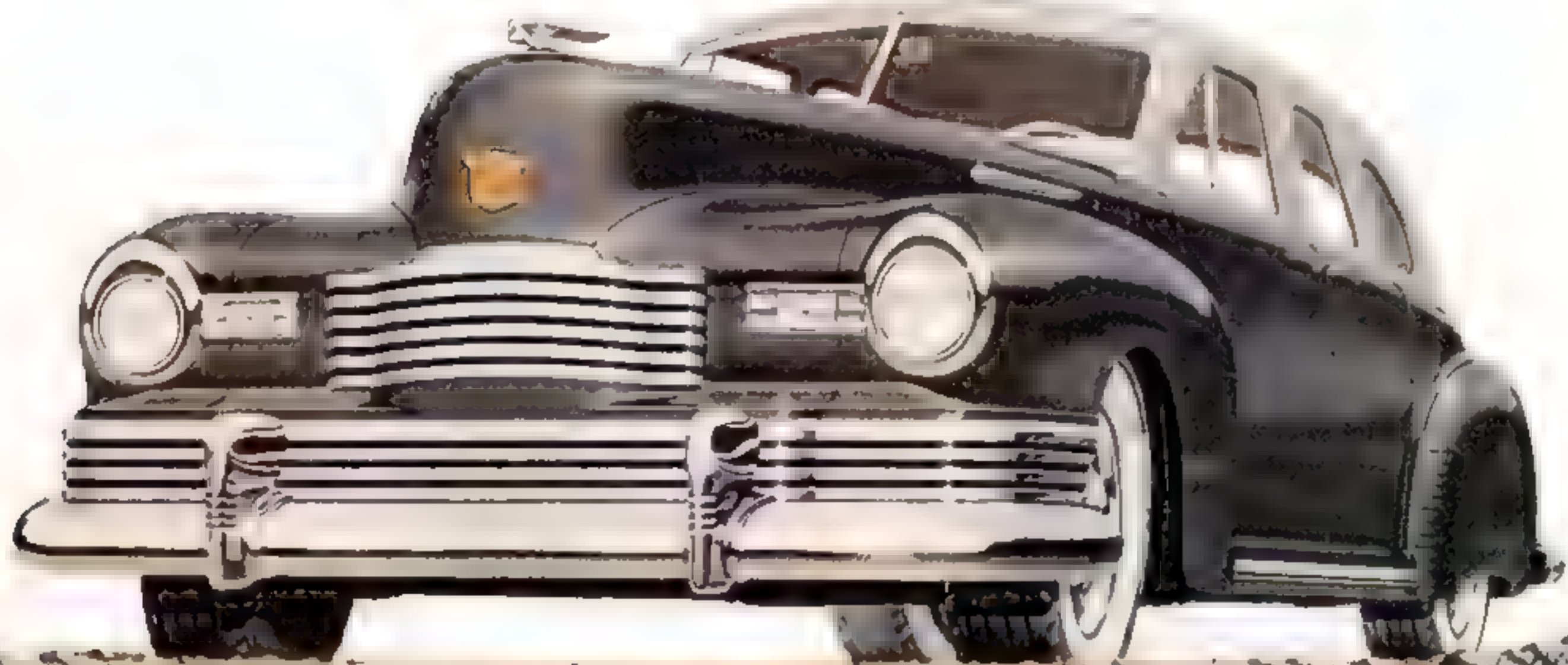
There's a lot of swell country you can see and roads you can travel—*without* a Nash "600."

You don't absolutely need a car that lets you drive coatless in coldest weather—that's always free of dust—that always gives you fresh air:

But it's fun not to freeze—

You can keep off rugged country trails or bumpy roads—and never need the beautiful balance of four wheel coil springs.

And 23 miles or more on a gallon at average highway speed. That's nice to have, but not really



necessary. Just stop at a few more gas pumps, spend a few more dollars.

You can do without a lot of things—a welded unit frame that's safer and stronger, and can't rattle.

Nor do you need all that extra head-room and seat-room and luggage-room in a Nash "600," or all its power and beauty and easy handling—or all the long-life and ruggedness that is traditionally Nash—

But—have you noticed how happy these new Nash owners are?

Have you listened to them talk?

Why not forget—just for one hour—all your feelings and opinions about automobiles—and check into a new 1948 Nash "600"?



Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body welded into a single steel-girdered unit, it is lighter and immeasurably stronger. 8500 spot welds eliminate noise-making joints.

Nash
Great Cars Since 1902

Nash Motors Division, Nash-Kelvinator Corporation, Detroit

WAKE-UP



SUMMERPROOF YOUR CAR



**AT THE SIGN OF
FRIENDLY SERVICE**



Change to Mobiloil—Ask your friendly Mobilgas dealer to drain out dirty winter-worn oil—protect engine parts with the world's largest-selling motor oil.

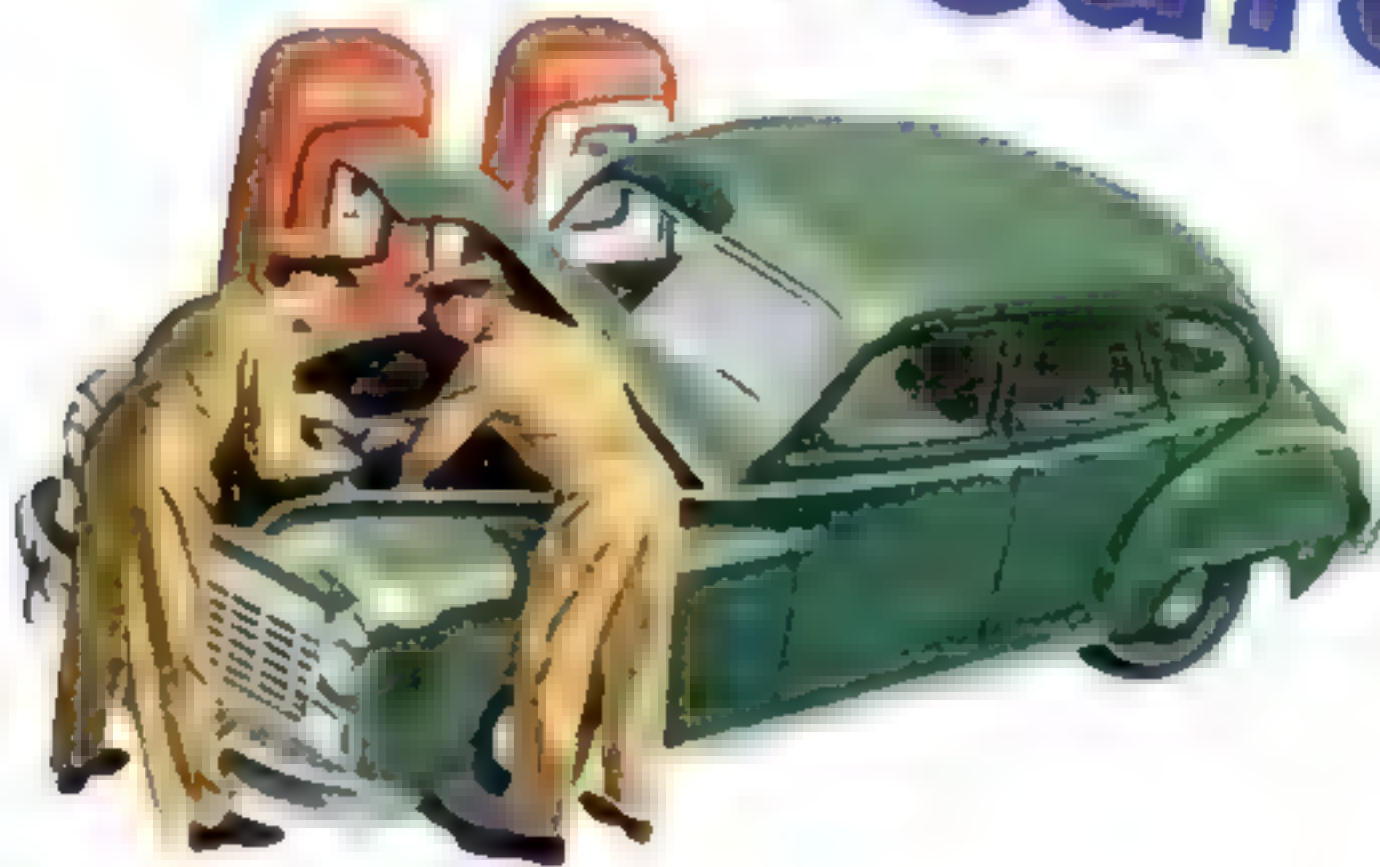


Condition Radiator—Have cooling system cleaned with Mobil Radiator Flush—Mobil Hy Bromine added to help prevent corrosion.

See Your

Winter-Sleepy Power!

Get Mobilgas Dealers' **Mobil-Care**



Helps Make Your Engine Peppy, Sweet-Running —
Radiator Clean, Safe — Gears Quiet,
Easy-Shifting — Chassis, Tires, Battery All O. K.

SOCONY-VACUUM OIL CO., INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Get Mobilubrication for Chassis — All chassis friction points are protected with correct Summer Mobilgreases. A scientific chart of your make and model car guides your Mobilgas dealer, eliminates guesswork!



Enjoy Easy Shifting — Have your Mobilgas dealer safeguard your car's transmission and differential with clean, tough Mobilube Summer Gear Oil.



Check Tires and Battery — If replacements are needed, ask for famous Mobil brands. Also have your Mobilgas dealer check air cleaner, oil filter, spark plugs, fan belt — give complete Mobil-care for Summer driving!

Mobilgas Dealer!



It's almost funny — the way men fall all over themselves about spareribs cooked this way ...

You'll love 'em, too! And the recipe's a dream — easy and *thrifty*!

That's because Hunt's Tomato Sauce is a *ready-to-use* cooking sauce. It's *all* tomato. Already kettle-simmered for you — with delicious spices and seasonings. Rich and thick and smooth. Ummm—what

flavor! YET — Hunt's Tomato Sauce costs but a few cents!

You just add a can when you make your favorite family dishes. Like stews, eggs, spaghetti, meat loaf, rice, fish, macaroni. And beans, vegetables, gravies, leftovers.

Remember, Hunt's is a *cooking* sauce. A delicious worksaver whenever a dish calls for tantalizing tomato flavor. Your grocer has it for just a few cents a can.



← the wonderful cooking sauce from California



Spareribs — Hunt Style

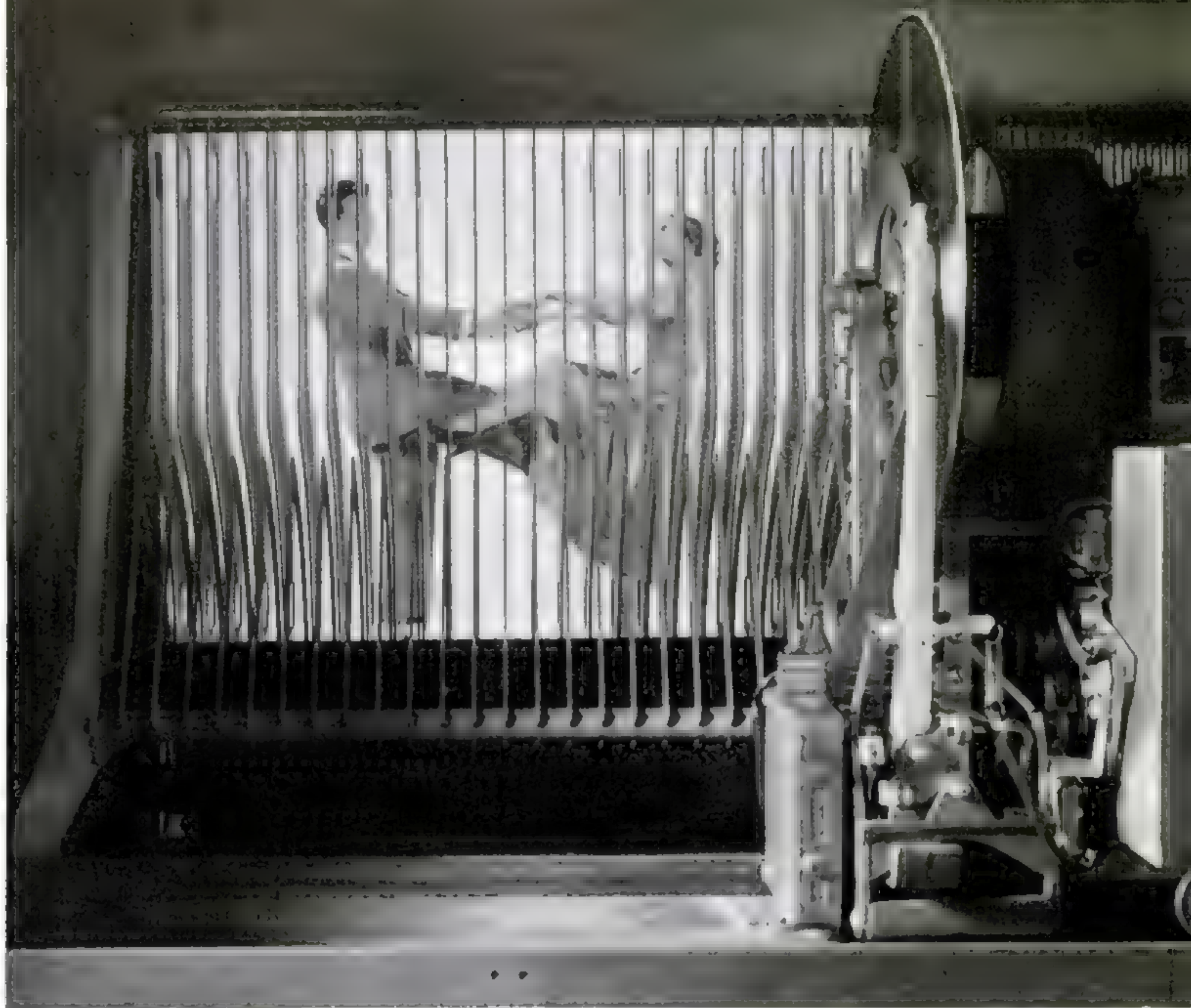
2 lbs. (2 strips) lean spareribs
Salt, pepper 1 onion sliced
1 green pepper, sliced
½ tsp. salt
1 can Hunt's Tomato Sauce

Brown spareribs. Season with salt, pepper. Spread sliced onion and green pepper over top. Pour can of Hunt's Tomato Sauce over ribs, cover closely, and bake for 1½ hours at 350°, basting occasionally. Makes 6 servings.

Hunt Foods, Inc., Los Angeles, Calif.



Hunt—for the best



A GIRL AND BOY, GLIMPSED THROUGH THE PHONOGRAPH'S RECORD SLOTS, DANCE TO A RECORD BEING PLAYED VERTICALLY BY THE UPRIGHT TONE ARM AT RIGHT

NONSTOP PHONOGRAPH

New instrument provides 14 hours' continuous music

Last week in New York an awed public got its first look at the most spectacular phonograph to appear on the American scene in many years. The J. P. Seeburg Corporation, Chicago jukebox makers, unveiled a new instrument called the Select-o-matic, which plays records for 14 hours without stopping or repeating a record. The Select-o-matic is able to do this because of its traveling sound arm that plays records in a vertical position (*above*) instead of the familiar horizontal. The records are stored in individual slots in the cabinet, need never be touched by the owner. He makes his selections by pressing small levers, one for each disk (*next page*). The machinery is then set in motion and a carriage (on which the vertical sound arm is mounted) travels along a track to the first record selected, picks it out of its slot, plays either or both sides, puts it back and travels on to the next one. Ten- and 12 inch records are played indiscriminately. The "library" in the basic Seeburg unit holds 100 records. However it is possible to hook up additional library units so that the *aficionado*, who does not find 14 hours of continuous music enough to satisfy him, can turn on almost two days of it at a time.



MULTIPLE LIBRARY unit holds 250 records, thus can play 500 selections without repeating. Nine feet long, unit is made to stand along a wall in place of a bookcase.

College men who set the pace...

Step forth with Seaforth!

Enjoy the lavish lather of Seaforth Shaving Soap, the heather-fresh exhilaration of Seaforth Lotion. Try them—soon!

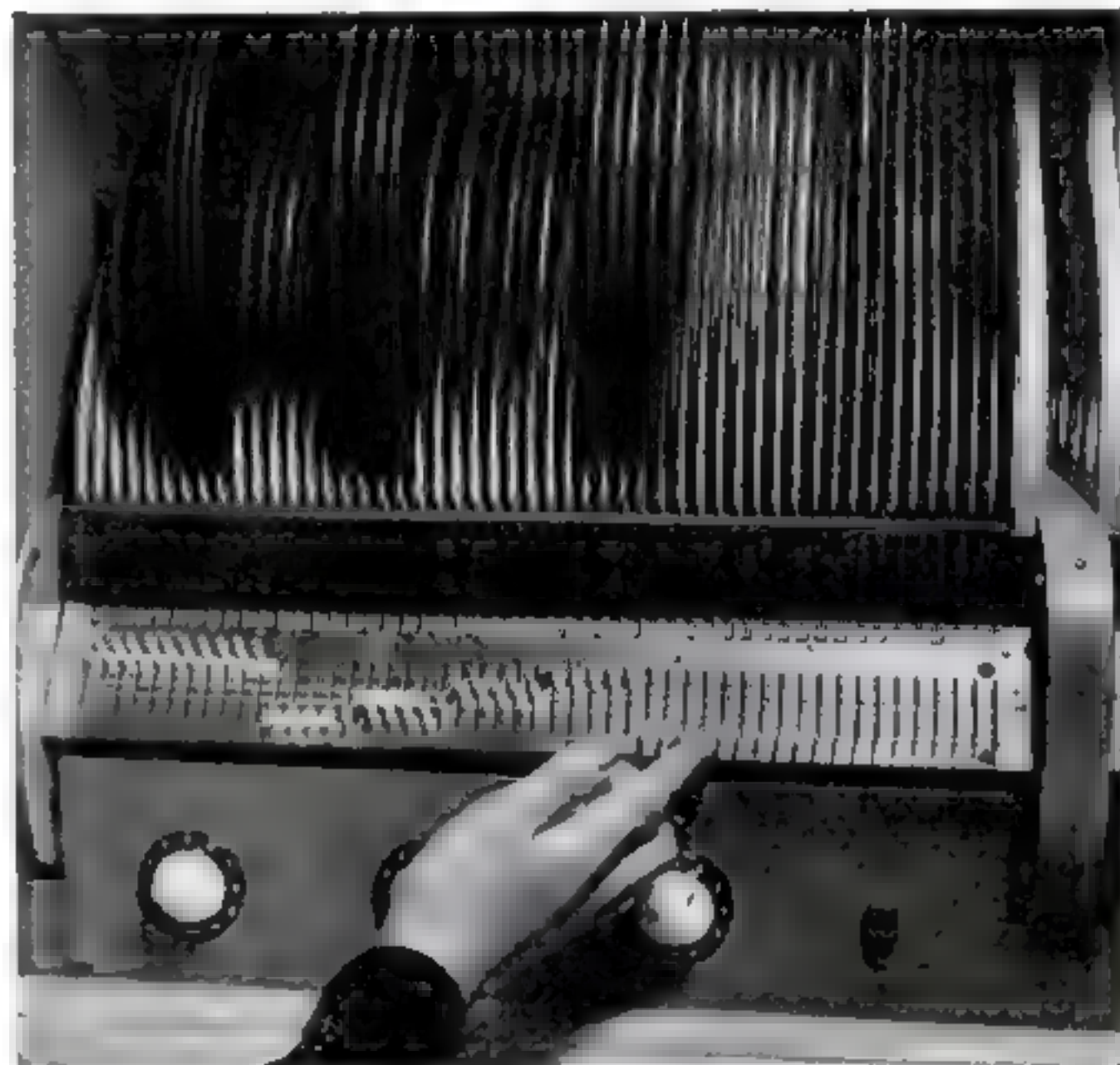


These and other Seaforth essentials, each packaged in handsome stoneware, only \$1. Gift sets, \$2 to \$7. Seaforth, 10 Rockefeller Plaza, New York 20, N. Y.

Nonstop Phonograph CONTINUED



ROLL-TYPE DOORS on Select-o-matic close records from view and dust when not in use. Here round twin speakers have been installed in wall above.



RECORD SELECTIONS are made by small, four-position levers, one for each record. Selections can be made for either of two sides, for both or neither.



BASIC UNIT for home use has a modern wood cabinet, costs about \$1,500. Company also makes a metal cabinet model that is intended for use in factories.

 An illustration of a woman in a light-colored dress riding a Rollfast bicycle on a path. The background shows a scenic landscape with trees and a body of water.

Matchless Beauty!

Since 1895

Rollfast

BICYCLES

D. P. HARRIS HDW. & MFG. COMPANY, INC.
ROLLFAST BUILDING, NEW YORK, N. Y.

BICYCLES • CUB-CYCLES • PLAYCYCLES • TRI-BIKES • ROLLER SKATES

WRITE FOR
FREE
BICYCLE
CATALOG

A TRACTION FOR TONIGHT



Today, as in the time of the showboats, the attraction of Kentucky Tavern is its distinctive flavor... its unvarying uniformity. And it's still "The Aristocrat of Bonds"... the finest of all fine whiskies.

Glenmore Distilleries Company, Louisville, Kentucky

KENTUCKY TAVERN

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

© 1948 W. D. CO.



BEFORE HUGE PORTRAIT OF HIS HERO, WARREN WRIGHT, HEAD OF MacARTHUR CLUBS, ENROLLS JAPANESE-AMERICAN SUPPORTERS IN CHICAGO HEADQUARTERS

THE MACARTHUR GAMBLE

A GREAT GENERAL'S TRY FOR THE PRESIDENCY MAY SOAR—OR CRASH—APRIL 6

In the Wisconsin primary election on April 6 the voters will choose 27 delegates to the Republican national convention. One of the shrewdest veteran politicians in the state last week privately predicted the results as follows:

MACARTHUR	16
DEWEY	6
STASSEN	5

A top Dewey lieutenant, now hard at work in Wisconsin, said, "The word is optimism. We'll get at least 14 delegates." But at the end of a talk he winked and said, "On the other hand I wouldn't be surprised if MacArthur got all 27 delegates."

If General Douglas MacArthur wins a majority of the Wisconsin delegation, he will immediately spurt from a position as the darkest of dark horses in the Republican race to a post as one of the brightest favorites. This would be a severe blow to the candidacy of Governor Thomas E. Dewey of New York. Governor Dewey, on his record in New York, is the greatest vote-getter in the party, and he leads all the polls by a substantial margin. But it must be remembered that it was Wisconsin four years ago which killed Wendell Willkie's political career, breaking both his crusade and his heart.

A MacArthur sweep in Wisconsin would also answer a national question about his candidacy: how important is the fact that he is a military man? Of all the 48 states none is so jealous of its tradition of antimilitarism. Wisconsin has always seen militarism under the bed; antimilitarism was a cardinal principle of "Fighting Bob" La Follette and his Progressives; it was at the root of Wisconsin's isolationism before Pearl Harbor. If Wisconsin now embraces a five-star general in time of peace, there will be clear evidence that MacArthur's Army background is a political asset.

A MacArthur victory will also justify the gamble of a small group of Midwesterners who are putting between \$50,000 and \$100,000 into the MacArthur candidacy in that one state. One of them said last week:

"We're shooting the moon. If MacArthur gets only a few delegates or loses decisively we've lost a little money out of our own pockets. Nobody's hurt but us. If he wins decisively in Wisconsin, he will probably also sweep Nebraska's primary on April 13—although we've spent no money there. In short, we'll know by April 14. If he wins those two states, no other candidate will be able to stop MacArthur. I can hear that bandwagon rolling now."

To further this bright dream these men are sending press releases to some 5,000 weeklies and dailies in 17 strategic states. In February the group tied up many of Wisconsin's 24-sheet billboards—494 of them, 64 illuminated. This cost approximately \$12,000. On March 3 radio programs began on 27 radio stations in the state and on one Minneapolis station. This cost about \$7,000. The week before primary a newspaper campaign went into 315 weekly and 38 daily papers in the state. Cost: about \$6,000.

The identity of the group promoting MacArthur is naturally a matter of keen interest to American voters. The prime mover, the man who began it, is Alfred O'Gara of Chicago, an investment broker. He started working last July. One of the first friends he drew in was General Robert E. Wood, chairman of Sears, Roebuck & Co., who endured a classic smearing as chairman of the unlamented America First Committee—and who is reluctant about publicity now because he fears it will reflect harmfully on his old friend MacArthur. (The two were West Pointers together.) Wood, whose isolationist views were much criticized—but never his patriotism—speaks for this entire group when he says he wants no political reward: he is advocating MacArthur simply because he thinks he will make a great president. He said, "He is the only man who can unify this country on a level above politics."

Others in the group include Phil La Follette; Edward A. Hayes, past national commander of the American Legion; Congressman James E. Van Zandt of Altoona, Pa., three times national commander of the Veterans of Foreign Wars, who served as a naval commander directing some 80 LST invasion landings in the South Pacific; General Bonner Fellers, ex-secretary general of the Allied Council in Japan.

The group's publicity man, John R. Robinson, is also a veteran of two

wars. One of the financiers of the group is Lansing Hoyt of Milwaukee, a retired engineer who married into the Cudahy fortune. In Wisconsin the acting chairman of the MacArthur group is Fred R. Zimmerman, former governor and now secretary of state. Zimmerman was the man who brought Dewey to victory in Wisconsin in both 1940 and 1944; it was he who was blamed by Wendell Willkie for his 1944 defeat.

Hoyt, a political amateur, gave Warren Wright, a Chicago banker, permission to set up national MacArthur headquarters in Washington and New York. Wright was merely a small cog in the Illinois machine of Governor Dwight Green until he suddenly appeared nailing up headquarters placards all over the east. Money began to flow in. O'Gara, Wood *et al.* haled Wright back to Chicago and lectured him sharply. Their view: they do not want to solicit public funds for the MacArthur candidacy until it is established. They are prepared to lose only their own money, not the public's.

Actually this group is probably only the first echelon of the MacArthur strength, to be revealed only if MacArthur wins a real victory. It must be remembered that Herbert Hoover once appointed MacArthur chief of staff. Many publishers have trekked to Japan, and two of those most impressed, in fact overwhelmed, by the general were Roy Howard, head of Scripps-Howard, and John S. Knight, owner of the Chicago *Daily News*. Frank Gannett, New York publisher, now prefers MacArthur's candidacy to that of Governor Dewey. The old Pennsylvania boss, Joseph Newton Pew, is no Dewey enthusiast and might be converted to General MacArthur without a severe struggle.

Colonel Robert R. McCormick, publisher of the Chicago *Tribune*, has made his own political position publicly clear. He is pledged to the candidacy of Senator Robert A. Taft of Ohio, and he will honor that pledge; if and when the Taft candidacy fails, McCormick will shift his support to MacArthur.

Many of these men are conservatives; many were pre-Pearl Harbor isolationists. There are other likenesses, in all fairness: all are patriots and many of them have fought brilliantly for the U.S. in two world wars. But there are no notable liberals, in any common sense of that word of many meanings, in these groups. A sensible composite of their views follows:

"We realize fully that our past political backgrounds, if publicized adversely, may reflect harmfully on General MacArthur's candidacy. We are also aware of the many anti-MacArthur jokes, most of them in somewhat doubtful taste, and the various college-boy anti-MacArthur clubs.

"But we believe that these smears on MacArthur and ourselves will soon blow away and be forgotten. The jokesters and the smearers will be ashamed of themselves. 'Dugout Doug' and remarks like that from Communists do not fit the man who was wounded twice in the terrible trench warfare of the first war and cited seven times for bravery on the field of battle and 13 times for extraordinary bravery, the man who ignored the tunnels of Corregidor but lived in a house outside and walked outdoors whenever the Japs dive-bombed the place.

"John Hersey is outstanding as a liberal and a reporter. Go read his tribute to MacArthur, the greatest ever written, in his book, *Men on Bataan*. We believe that MacArthur's candidacy will eventually attract men of all shades of belief. We welcome liberals, progressives—all Americans.

"In Japan he routed the Russians without any show of force, without any threats. He did it by an iron show of determination and by outmaneuvering them brilliantly. We think he is the real candidate of peace."

Thus the general, endlessly pacing his office in the Dai Ichi building in Tokyo, and his supporters, placarding the towns and hamlets of Wisconsin, have poised a heavy responsibility on the 300,000 voters in the Badger State.

Wisconsin is a peculiar state politically. The citizens do not emote; they just vote. Wisconsin's men and women take only their own counsel on whether a crusade is real or tinsel.

This year they will make a choice of enormous importance. They may end with a thud one of the most amazing might-have-beens in history: the nomination and election of Douglas MacArthur. Or they may radically alter the entire political picture in what is already a year of extraordinary political fluidity.

—SIDNEY OLSON



FRED ZIMMERMAN



ROBERT E. WOOD



PHILIP LA FOLLETTE

ACCLAIMED...AT THE GREAT RADIO CITY MUSIC HALL

RECORD CROWDS STORM SHOWPLACE OF THE NATION AS CRITICS HAIL GEORGE STEVENS' PRODUCTION OF "I REMEMBER MAMA"

"Despite great performances by all members of the cast, the real star of the picture is George Stevens, who directed it... to Harriet Parsons must also go a lot of credit... as long as we turn out pictures like 'I Remember Mama' we don't have to worry about the future of Hollywood."

— HEDDA HOPPER

"What a thrill it is to see such a wonderful, delightful picture as this. Take the whole family to see 'I Remember Mama'."

— JIMMIE FIDLER

"'I Remember Mama' should prove irresistible. Producer-Director George Stevens has transferred all its genial personality to the screen."

— BOSLEY CROWTHER, N. Y. Times

"George Stevens, one of the most skillful of the Hollywood film makers, has provided an attractive and frequently touching motion picture."

— RICHARD WATTS, Jr., N. Y. Post

"A tender, amusing, human story skillfully acted out on the screen."

KATE CAMERON, N. Y. Daily News

"'I Remember Mama' is the finest performance in Irene Dunne's long and distinguished career. It is not only one of the best pictures of the year but one of the finest I have ever seen in my many years as a reviewer."

— LOUELLA PARSONS

"'I Remember Mama' has Dunne right by Irene. The tender tale that enchanted Broadway has been put on celluloid without missing a heartbeat."

— WALTER WINCHELL

"A perfectly wonderful heart-warming experience for all the family."

— KATE SMITH

"George Stevens has made a memorable motion picture in 'I Remember Mama'... a combination of family album pageantry and emotional punch which is irresistible."

— HOWARD BARNES, N. Y. Herald Tribune

"'I Remember Mama' is sure click... Has every ingredient that made the original a record breaker—Irene Dunne is greater than she's ever been. Oscar Homolka is sensational... Barbara Bel Geddes is terrific."

— LEE MORTIMER, N. Y. Daily Mirror

DORF SCHARY presents

IRENE DUNNE

in GEORGE STEVENS' Production of

"I REMEMBER MAMA"

co-starring

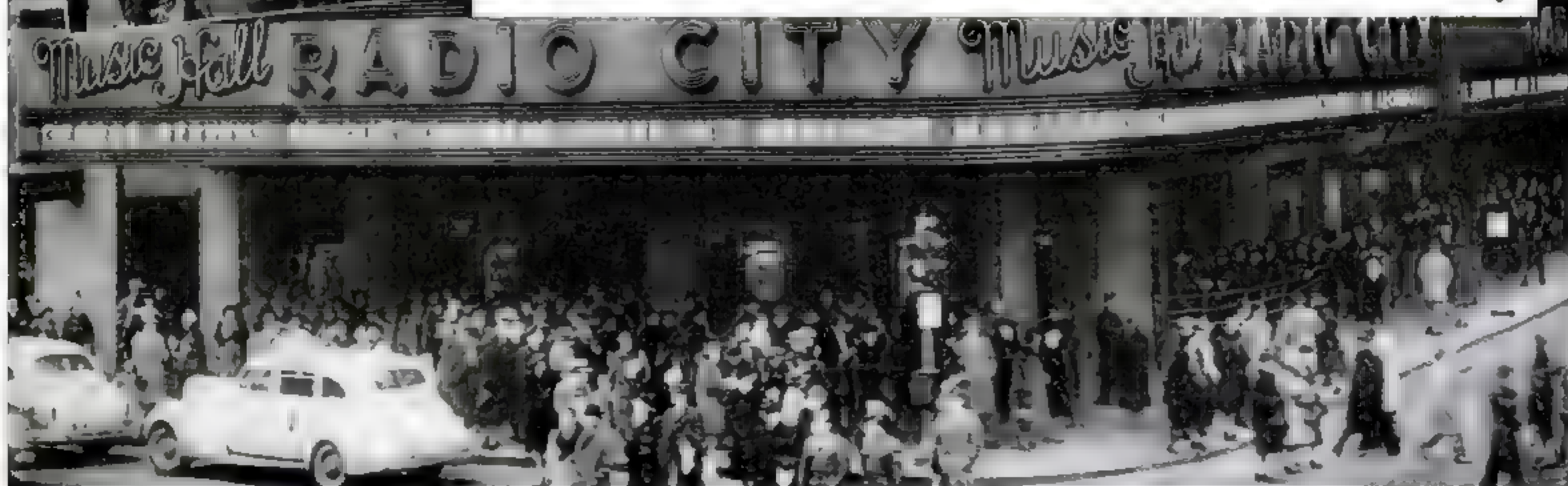
BARBARA BEL GEDDES

OSCAR HOMOLKA • PHILIP DORN

SIR CEDRIC HARDWICKE • EDGAR BERGEN • RUDY VALLEE • BARBARA O'NEIL

Executive Producer and Director GEORGE STEVENS • Produced by HARRIET PARSONS

Screen Play by DEWITT BODEEN • Based Upon the Play by JOHN VAN DRUTEN



Photographs taken 10 A. M. and 1 P. M. of World Premiere day, Thursday, March 11th, 1948



IN THE YARD OF A ROUGH-HEWN OZARK FARMHOUSE APRIL SWELLS THE IRIS BUDS AND BRINGS OUT DELICATE APPLE BLOSSOMS

OZARK SPRING

Missouri mountains bloom with the new season

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER

The meeting ground of the country's wildflowers lies deep in the Ozark mountains of Missouri, in whose hills and hollows four horticultural boundaries overlap. Here the Dutchman's Breeches from the eastern woods grow out near the western meadow grasses. The squat over-cup oaks of the South spread out to touch the northern red oaks. The long centuries of growing together have blended some plants into natural hybrids, like one Ozark hawthorn which is bigger and pinker than either the northern or southern bush. When the winter ends this whole countryside comes suddenly into flower and in the spring no place in all America blooms more beautifully or profusely.

Spring comes to the Ozarks in March, a few weeks after the white bloodroot shoots through dead leaves on the barely thawed ground. Soon the afternoon showers come, filling mud puddles along the woodland paths where the frogs

splash and the low field flowers like the bluets begin to bud. By late March the taller bushes are ready to burst into bloom along the creek banks and the roadsides. By April, warm weather has turned the farmyards green (above) and brought out the early redbud, or Judas tree (left), which oldtime Ozark people believed was bewitched and unlucky because Judas hanged himself from it. In good years the redbud lasts until after the dogwood comes out and then the woods seem filled with the pink and white flowers. If the April evenings are not too cool, some flowers stay open all night. When the backwoods farmers of the Ozarks, out chasing their chickens which like to roost in the forest trees, find the night-blooming flowers they know that rain will come shortly. But if next day they find a honey bee circling a flower they know that the rain will not be bad. The circling is a sure sign that a good summer will come quickly after the wet spring.



REDBUD, first of the Ozark tree flowers to bloom, is a sure sign that spring has finally come to stay.

CONTINUED ON NEXT PAGE



FLOWERING DOGWOOD (above) grows behind a herringbone rail fence on Frank Vinyard's farm. The sight of dogwood, natives say, makes the fish spawn in nearby streams. The best wood for fence posts comes from the plentiful oaks (rear).

FISHING FARM BOY stands under a willow tree and tries to catch goggle-eye bass. Creeks swell in the spring rains, eroding the banks and causing floods from which comes a familiar Ozark goodby, "See you tomorrow if the creek doesn't rise."





MOUNTAIN SPRING WATER keeps the pastures fresh and green. Between the outcropping limestone ledges tens of thousands of springs come to the surface of the Ozarks, watering the wild shrubs (*left foreground*) and lining the banks with

crisp watercress and tiny marsh buttercups. The hill folk of the Ozarks believe that these cool springs are charmed. If a visitor to their country takes three drinks within three minutes from any of the mountain springs, they think that he will



have to return to take another drink, no matter how long he may stay away, else he cannot die in peace. In the Ozark back hills cattle are not a way-fenced up. They wander from spring to spring all over the mountainsides. Sometimes

they get lost, and the farm boys, sent out to look for them, consult the daddy-long-legs, asking, "Daddy-long-legs, tell me where the cows are," until the daddy-long-legs turns around slowly and crawls off in the right direction.





← **PATCHES OF FLOWERS** cover the scars of a rocky hillside recently burned by big fires. In the left foreground grow purplish wild phlox and verbena alongside orange puccoon. In the right center grow three blossoms of red catchfly.

FALLEN OAK (above), the trunk of a century-old tree, lies by roadside. Catchfly blooms in front of it. Behind it (at left) is mullin, the plant whose broad leaves some doubting swains bend to test a girl's love. If leaves rise again, she loves him.

CONTINUED ON NEXT PAGE



OZARK PLOWMAN turns over field where timothy grass has taken root. His first crop will be a mixture of oats and sweet clover. The oats will be high enough to harvest in July. Then the low sweet clover will be rest for the cows. The Ozarks

are one of the country's biggest milksheds because grassy forage crops grow well in the limestone soil. The pioneers knew this when they found only the limestone prairie grass growing in the valley. Today this pretty grass is mostly gone.



new Toni creme shampoo
gives you

SOFT-WATER SHAMPOOING

even in hardest water



ASK FOR
TONI CREME SHAMPOO
—IT'S NEW!

It's another hair beauty miracle by Toni! "Soft-water shampooing" with new Toni Creme Shampoo. An amazing new kind of shampooing that brings out all — yes, *all* the shimmering highlights, *all* the glorious natural sheen of your hair. For "soft-water shampooing" gets your hair cleaner, shinier than any soap or soap shampoo you've ever used.

Toni Creme Shampoo bursts into creamy, billowy lather — so gentle it's wonderful for children's baby-fine hair. Just as wonderful for *your* hair. Leaves *your* permanent so soft, so smooth, so luster-lovely. Today, enjoy "soft-water shampooing" even in hardest water. Get Toni Creme Shampoo in the handy tube or jar.



RICHARD COLEMAN, 28, WHEELS UNCONCERNEDLY INTO MAIN ROOM OF U.C.L.A. LIBRARY. A NAVY VETERAN, COLEMAN WAS WOUNDED IN THE SOUTH PACIFIC

U.C.L.A. PARAPLEGICS

Paralyzed California veterans attend college in wheel chairs

For 17 wounded veterans at Los Angeles, all paralyzed from the waist down, the start of this spring's semester marked the beginning of a new life. At last they were well enough to be admitted to the University of California at Los Angeles, which for two years has been working to simplify the problems of its paraplegic students. In shiny cars with special hand controls they drove onto the U.C.L.A. campus parking lot, slipped them-

selves into collapsible wheel chairs, registered at a special desk and rolled off to their classes.

At U.C.L.A. the paraplegics get no special privileges. They sign up for the regular curriculum and attend regular classes. In order to graduate they must earn the regular credits. By last week the new students were zipping themselves about the campus as easily and independently as other students. As a group the paraplegics' marks were the highest.

CONTINUED ON PAGE 69



"THE PRIZED POSSESSIONS" By Douglass Crockett. II Number 15 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





Only Pan American offers
Sleeperette Service to

HAWAII

(and on across the Pacific)

By day the Sleeperette's a lounge chair with twice the leg room of old-style seats . . . By night it's a bed-length compartment, where you can really s-t-r-e-t-c-h out and sleep!

From both San Francisco and Los Angeles, Pan American offers *daily* Sleeperette* service aboard its 4-engine Clippers to Honolulu . . . In 12 hours you're there—on the Islands where it's always May.

If you're traveling through to the Orient, or "down under" to New Zealand or Australia, Sleeperette service goes all the way . . . Stopovers in Hawaii are easily arranged. Make your Clipper reservations now through your Travel Agent or Pan American direct.

* Trade Mark, Pan American Airways, Inc.

You'll know what the Islanders mean when they tell you "*Aole oe i noho a ike ia Hawaii*"—(You have not lived until you have seen Hawaii!) Pan American offers more flights than any other airline between Hawaii and the Mainland.



At no extra charge you enjoy the curtained privacy of a good night's sleep. "*The privacy the curtains provide makes one rest more completely,*" writes a lady . . . "*Your Sleeperette is a good salesman,*" writes a businessman, "*It sold me passage on PAA.*"



You arrive fresh as a daisy—ready for the gay life of the "Paradise of the Pacific." Clipper travel is so swift, you can visit other Hawaiian Islands, like Maui, Kauai, Molokai and Hawaii, even if your time is limited. Plan now to go—by Flying Clipper!

PAN AMERICAN
WORLD AIRWAYS

THE SYSTEM OF THE FLYING CLIPPERS

WORLD'S MOST EXPERIENCED AIRLINE





USING FREIGHT ELEVATOR, a student unlocks controls with elevator key given to paraplegics so they can get from class to class without assistance.



SPECIAL SWITCH is used by George Hohman to signal veterans' office upstairs in administration building. They will bring down papers for him to sign.

CONTINUED ON NEXT PAGE

you'll enjoy
a CORONET
 brandy highball...
 because Coronet is lighter...
 cleaner-tasting...
 with soda, ginger ale,
 or cola

California grape brandy 84 proof. Schenley Distillers Corp., New York City

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A Schenley Mark of Merit Product



No more
down-on-the-knees
Cleaning
and Waxing
for me!

New Bruce *Doozit* Cleans-Waxes Wood Floors and Linoleum . . . Standing Up!

Backaches, sore knees, rough red hands—all the miseries of old-fashioned, down-on-the-knees cleaning and waxing are gone in this wonderful new kind of floor care. You just pour a little wax-rich Bruce Floor Cleaner . . . then a few easy strokes of the lightweight, long-handled Doozit and your floors are sparkling clean, lustrously waxed.

The magic is in the Doozit Pad. It makes dirt and dullness literally vanish, yet is safe for even the finest finish. Waterless Bruce Floor Cleaner combines effective dry-cleaning agents with a rich, non-slip wax base to beautify as it cleans. Get both these Bruce work-savers, say goodbye to old-fashioned scrubbing.



The Bruce Doozit is only \$1.89 at stores everywhere. Long-wearing, easily replaceable Pads 19c each. Bruce Floor Cleaner, 68c qt.—slightly higher in the Far West.



just pour



clean



then polish



BRUCE *floor products*



Bruce Floor Cleaner



Bruce Doozit Pad



Bruce Soft-Polishing Wax

E. I. Bruce Co., Memphis, Tenn. • • • World's Largest Maker of Hardwood Floors

Paraplegics CONTINUED



REGISTERING FOR CLASSES, students line up at an outdoor desk. Government gives each a wheel chair and \$1,600 to buy special car (in row at left).



WHEELING TO CLASS, a student rolls down ramp built beside U.C.L.A. curb. All college buildings but one have also been fitted with entrance ramps.



GOING HOME, Richard Coleman and his wife Millicent pass Royce Hall. Fifteen of the veterans are married, six of them since they became paralyzed.

Nourishing MEAT

Barbecued frankfurters—just one of the many ways to serve this thrifty, nourishing meat which everyone likes.

a complete protein food



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Meat is a complete protein food, containing all the essential amino acids in the right proportions for the body's needs. It is also a source of iron, which is essential for the formation of red blood cells and for the prevention of anemia. Meat is a source of B vitamins, which are essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of phosphorus, which is essential for the normal functioning of the bones and teeth. Meat is a source of zinc, which is essential for the normal functioning of the immune system and for the prevention of disease. Meat is a source of copper, which is essential for the normal functioning of the heart and blood vessels. Meat is a source of manganese, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of selenium, which is essential for the normal functioning of the immune system and for the prevention of disease. Meat is a source of chromium, which is essential for the normal functioning of the metabolism and for the maintenance of good health. Meat is a source of molybdenum, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of cobalt, which is essential for the normal functioning of the blood and for the prevention of anemia. Meat is a source of vanadium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of boron, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of silicon, which is essential for the normal functioning of the bones and teeth. Meat is a source of calcium, which is essential for the normal functioning of the bones and teeth. Meat is a source of magnesium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of potassium, which is essential for the normal functioning of the heart and blood vessels. Meat is a source of sodium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of chlorine, which is essential for the normal functioning of the stomach and for the digestion of food. Meat is a source of sulfur, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of phosphorus, which is essential for the normal functioning of the bones and teeth. Meat is a source of zinc, which is essential for the normal functioning of the immune system and for the prevention of disease. Meat is a source of copper, which is essential for the normal functioning of the heart and blood vessels. Meat is a source of manganese, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of selenium, which is essential for the normal functioning of the immune system and for the prevention of disease. Meat is a source of chromium, which is essential for the normal functioning of the metabolism and for the maintenance of good health. Meat is a source of molybdenum, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of cobalt, which is essential for the normal functioning of the blood and for the prevention of anemia. Meat is a source of vanadium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of boron, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of silicon, which is essential for the normal functioning of the bones and teeth. Meat is a source of calcium, which is essential for the normal functioning of the bones and teeth. Meat is a source of magnesium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of potassium, which is essential for the normal functioning of the heart and blood vessels. Meat is a source of sodium, which is essential for the normal functioning of the nervous system and for the maintenance of good health. Meat is a source of chlorine, which is essential for the normal functioning of the stomach and for the digestion of food. Meat is a source of sulfur, which is essential for the normal functioning of the nervous system and for the maintenance of good health.

Lawyers' Art



CORPORATION LAWYER Carl E. Newton, a partner in General William J. Donovan's firm, did *Fishing Captain*.



LIBEL LAWYER Alexander Lindey, partner in Morris Ernst's law firm, painted this abstraction from imagination.



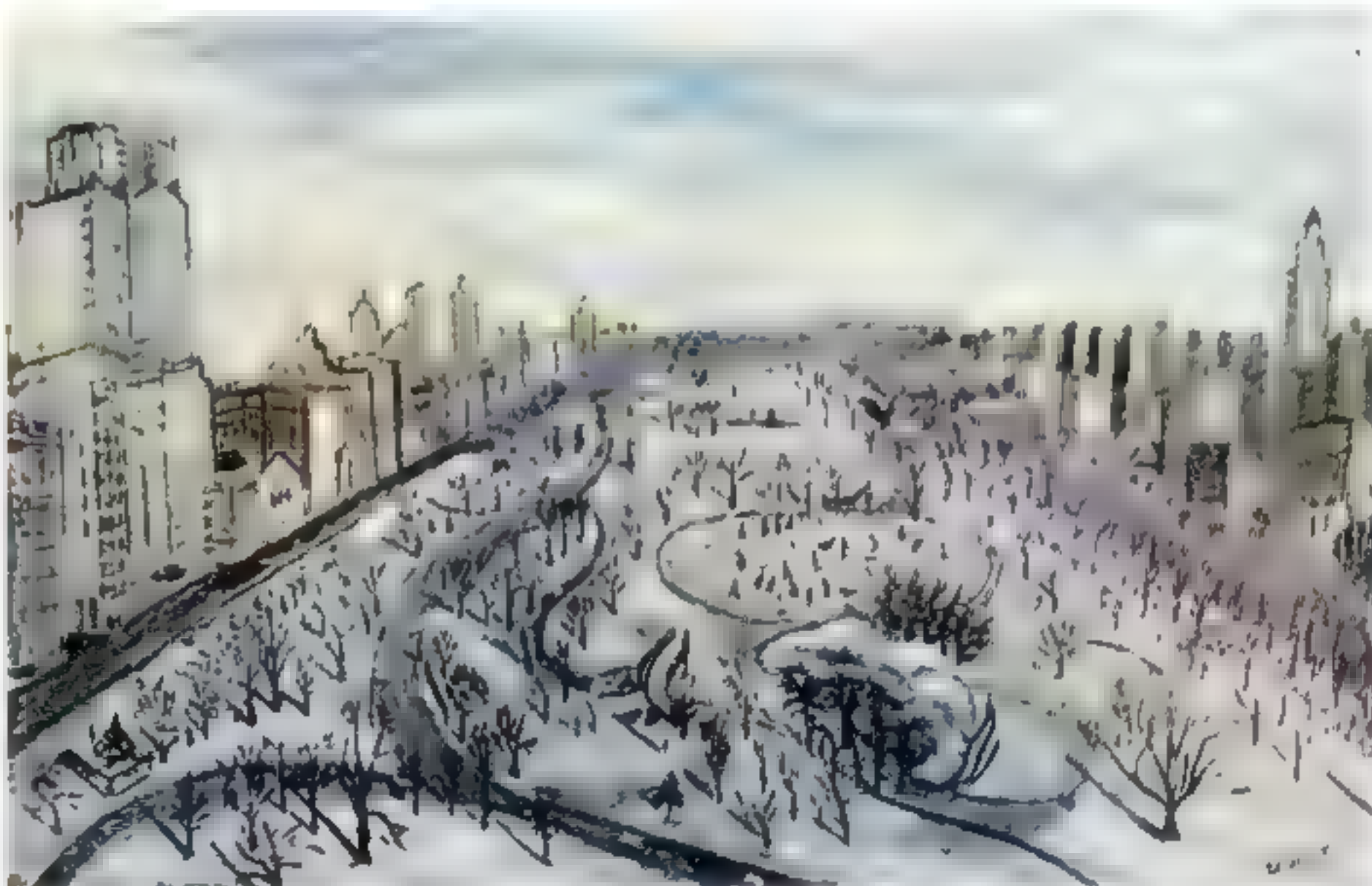
PATENT LAWYER JOHN W. THOMPSON TRIED TO EXPRESS PAST GLORY OF HOUSE

New York attorneys paint in their spare time

As art lovers, lawyers have never been notable for lively taste. Their offices are generally decorated with solemn lithographs of famous jurists or with grim steel engravings entitled "Docking the Entail." It is with some surprise each spring that the New York City Bar Association finds its walls hung with an exhibition of spry, colorful paintings, all done by members of the bar. The current enthusiasm for amateur painting, reported here recently in the story on doctors' art (*LIFE*, Nov. 10), has swept into the ranks of lawyers. Thirty-five lawyers entered their work in last year's Bar Association

show. Many more will enter the show planned for this spring.

Lawyers' paintings, some of which are reproduced in color on these pages, reveal pleasantly expansive and creative imaginations, the painters welcoming release from their daily application to the letter of the law. Most painting lawyers take up art purely as relaxation. A few have had their works hung in professional exhibits. All lawyer-artists are particularly piqued by the public recognition which has been given doctor-painters who, they say, don't paint nearly so well as lawyers but get a lot more publicity.



INSURANCE LAWYER Samuel Alexander Berger did this busy scene of Central Park which he can

see from his window. He paints faithfully every Sunday, sketches when traveling on business by airplane.



CORPORATE AND ESTATE LAWYER Alan D. Marcus painted a dam near Oquossoc, Maine, where he once caught a large salmon while he was on vacation.

Mrs. Marcus got her husband to take up painting as a "sort of occupational therapy" when he returned from the war in 1915. He now does from 20 to 30 pictures a year.



INVESTMENT LAWYER Philip W. Haberman got this idea for *Pompano, Florida* while vacationing there. He paints in his living room from quick sketches.



LADY LAWYER Freda Fineman spends her weekends and vacations painting with her doctor husband Sol, whom she has recently persuaded to take up art too.

No high-falutin' claims
just deep-down smoking
pleasure!



For a Treat instead of a Treatment...treat yourself to **OLD GOLD**



AMID THE RUBBLE OF A GERMAN CITY A WANDERING DISPLACED CHILD HUNGRILY WOLFS HIS FIRST FOOD IN DAYS—A SANDWICH HE BEGGED ON THE STREET

MOVIE OF THE WEEK:

The Search

It is the realistic and deeply moving history of a displaced child

Displaced children are the most tragic victims of World War II. Metro-Goldwyn-Mayer's new movie, *The Search*, attempts to present in human terms the horrifying but impersonal statistic of 150,000 children separated from their parents by Nazi cruelty. Its example is a little boy who, after being torn from his mother's side in a concentration camp, is so overcome with grief that he forgets his name and even how to talk. Frightened of all adults, he runs away from an UNRRA center to wander among the ruins of a German city (above).

There he is found by an American soldier who gives him a home and teaches him English. In the end he finds his mother in an internment camp (right).

The Search was made in Europe with a pickup cast of both amateurs and professionals. Its forlorn hero was hired from a group of Czech choir-boys. Many moviegoers should find *The Search* convincing enough (following pages) to cry about. Even the contrived ending makes a graphic point: as pure hokum, it highlights the fact that real displaced-children stories hardly ever end happily.



REUNION of boy and mother occurs by pure chance. Mother is played by Jarmila Novotna, Czech soprano.



"Now they call me the Eager Beagle!"

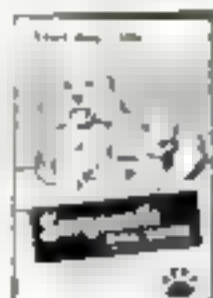
Looking at this little bundle of mischief and energy, you'd never guess he'd had a recent battle with worms. He can thank his master for those high spirits.

When the first symptoms appeared, his owner used Sergeant's SURE SHOT Capsules. Simple to administer, safe and gentle on the dog they are sudden death for worms. Follow-up treatments with Sergeant's Vitamin Capsules helped to bring him up to his present high spirits and rollicking good health.

Sergeant's Puppy Capsules, specially developed for pups and small dogs weighing less than ten pounds, offer the same effective means for worming from puppyhood on.

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Sergeant's DOG CARE PRODUCTS

"The Search" CONTINUED

SCENES FROM THE MOVIE



WIRE FENCE of internment camp frightens boy. So realistic is *The Search* that much of it can be duplicated by actual news pictures (right).



EATING in an UNRRA camp, the boy, who still considers all officials are his enemies, watches unbelievably as camp helper ladles out hot soup.



UNRRA WORKER (played by Aline MacMahon) tries unsuccessfully to convince boy that she is not a persecutor but really wants to help him.

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LOVELY!
THRIFTY!**

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SCENES FROM REAL LIFE



WIRE FENCE surrounds two displaced Jewish boys denied entry to Palestine. Picture was taken at British-run internment camp in Germany.



EATING at a real UNRRA center in Vienna, these displaced children look more ragged, hungry and hopeless than those in movie scene at left.



UNRRA WORKER in camp at Muhldorf, Germany is more successful than her film counterpart at winning the affection of a Polish war orphan.

CONTINUED ON NEXT PAGE

SEE THIS *Land of Magic*



Yellowstone NATIONAL PARK

... where nature performs thrilling feats of magic.

Union Pacific's smartly appointed, air conditioned trains take you in restful comfort to West Yellowstone Gateway, most popular rail entrance and nearest to famous Old Faithful Geyser.

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I am interested in a train trip to the following region. Please send booklet:

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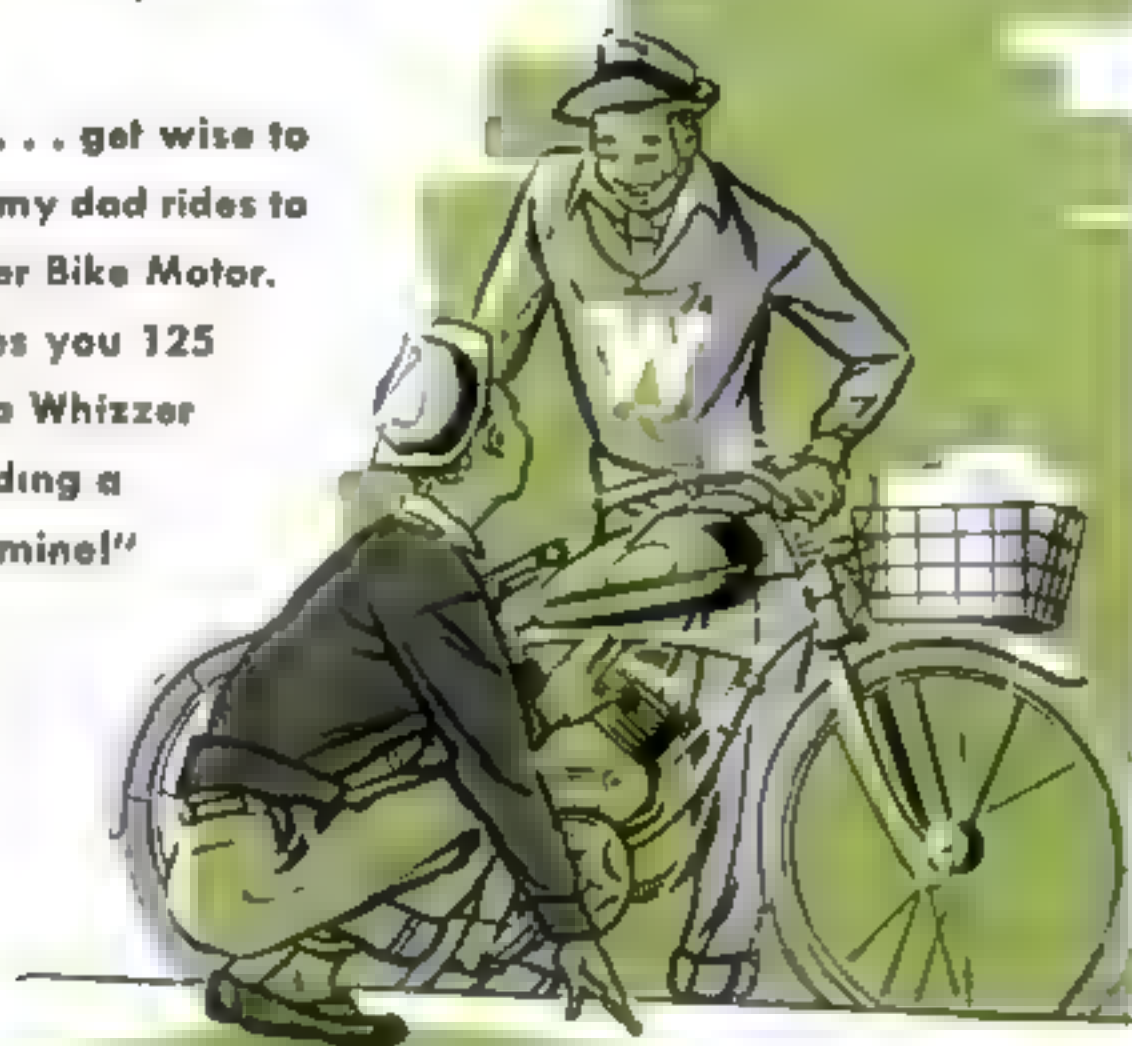
City _____ State _____

"Stop Pedaling, Pal... Get Wise to Whizzer!"



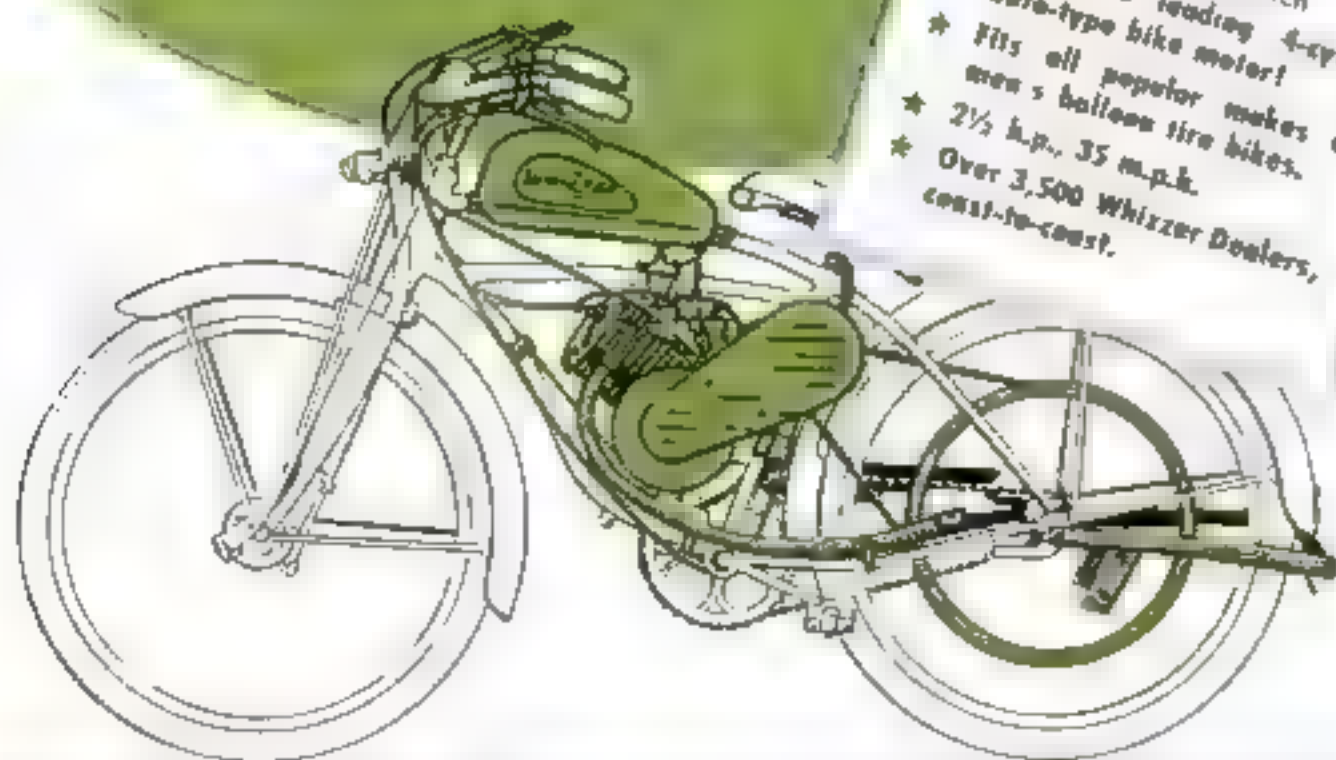
"Look... with a Whizzer Motor on your bike, you can cover the town for a penny! No more pedal-pushing... you'll have your own power transportation to take you where you want, when you want."

"Get up-to-date... get wise to Whizzer. Why, even my dad rides to work with a Whizzer Bike Motor. A gallon of gas takes you 125 miles. And riding a Whizzer is just as easy as riding a bike! Here... try mine!"



It's Wise To Go **WHIZZER**

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F.O.B. Pontiac, Mich.
★ America's leading 4-cycle, auto-type bike motor!
★ Fits all popular makes of men's balloon tire bikes.
★ 2 1/2 h.p., 35 m.p.h.
★ Over 3,500 Whizzer Dealers, coast-to-coast.

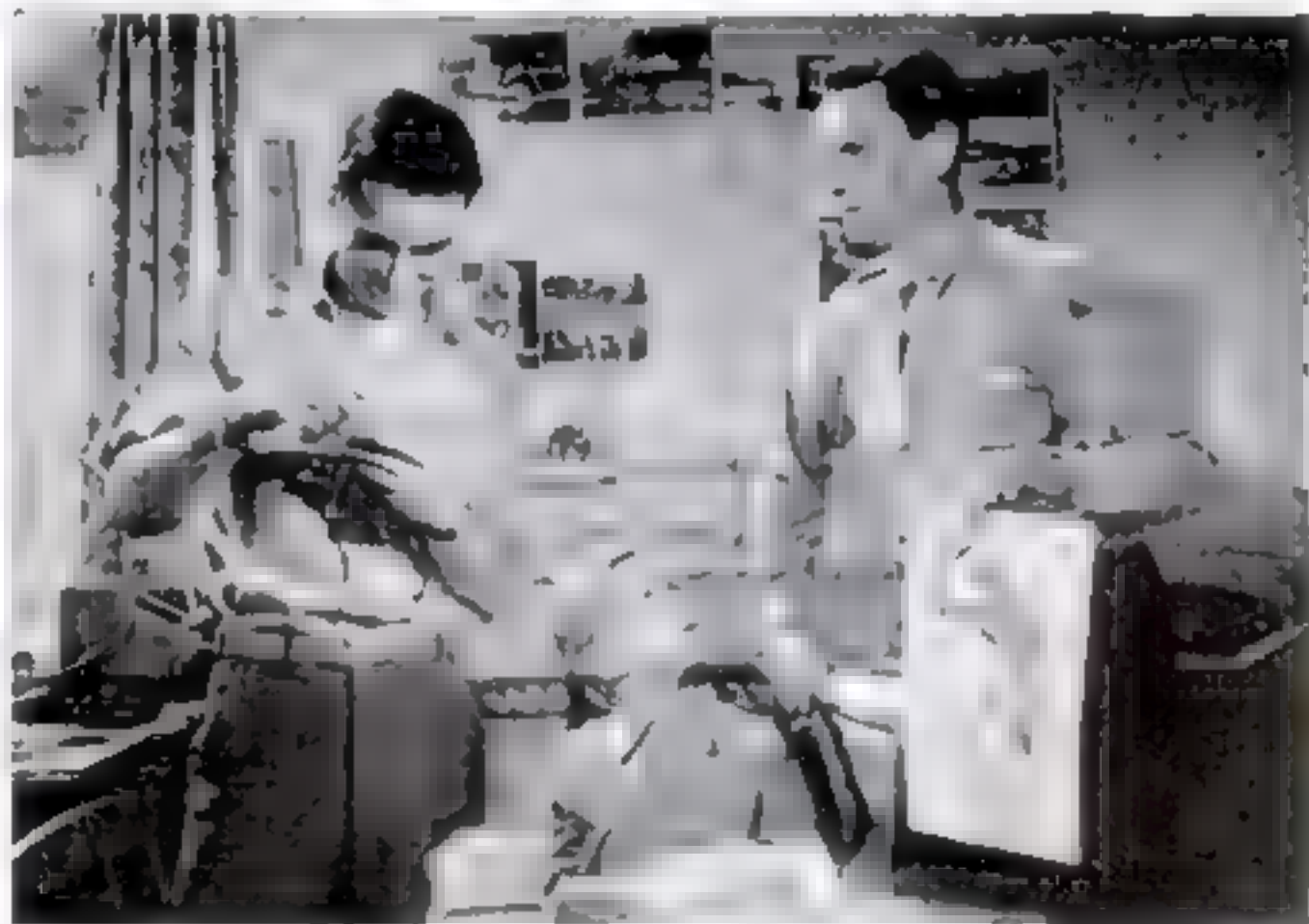
Your Whizzer Dealer is as near as your telephone... or write Whizzer Motor Company, Pontiac, Mich.—world's largest bike motor builder

"The Search" CONTINUED

A SOLDIER BEFRIENDS THE BOY



BOY STRUGGLES with a U.S. soldier (handsomely acted by Montgomery Clift) who found him wandering vaguely, wants to give him food and a home.



ENGLISH LESSON is taught with pictures by soldier and his buddy (Wendell Corey), who tells boy that the proper word for a pretty girl is "tomato."

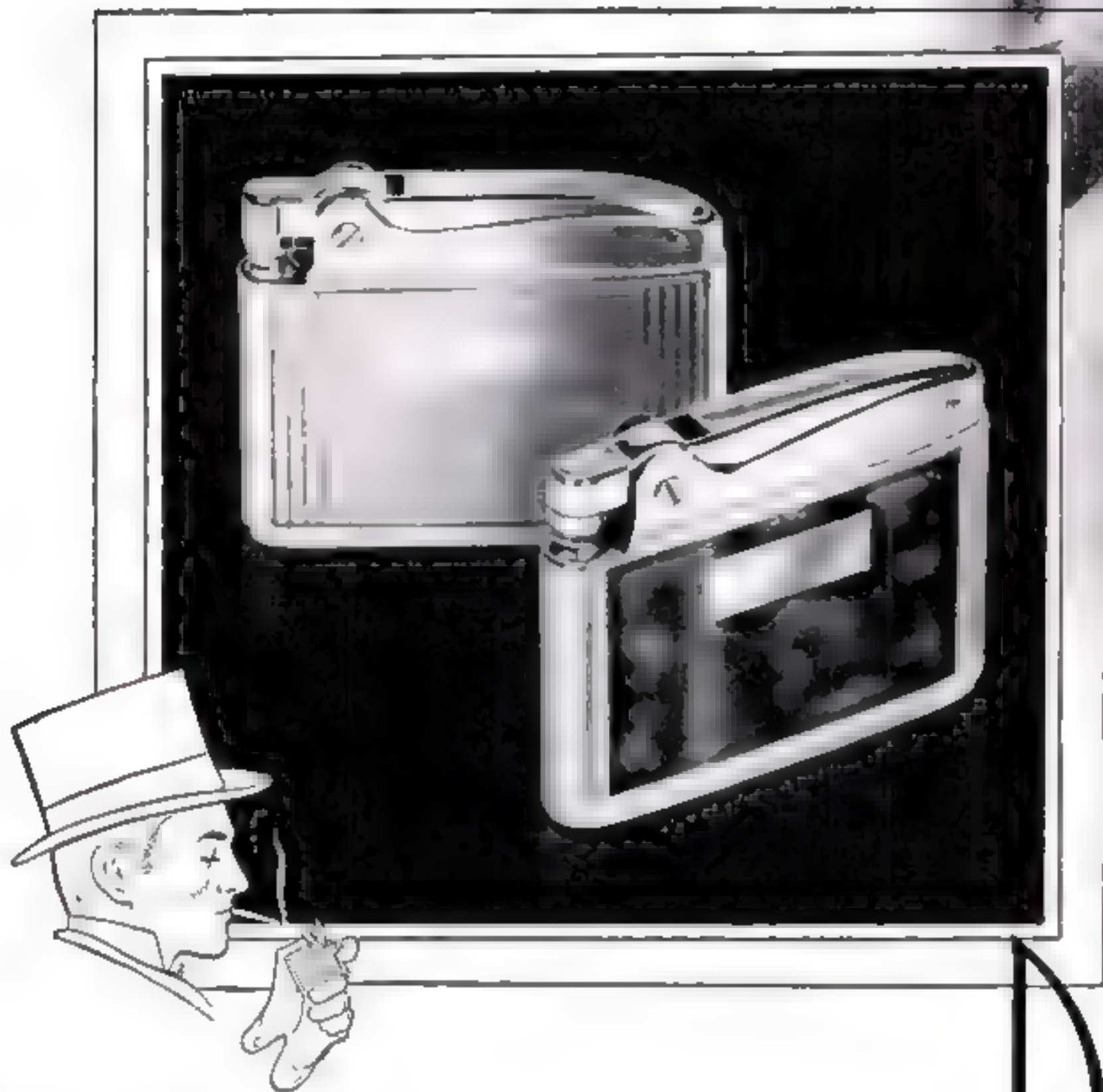


PRESENT sent from America is given the delighted boy as a surprise. It is a stout pair of new shoes, the first the child has worn since Nazis captured him.



BESIDE A QUIET STREAM the soldier finally tells the youngster that his mother must be dead. She turns up later, however, at an UNRRA camp.

THE *New* LOOK



"ADONIS"

So exceedingly popular in sterling at \$25 (plus tax)

Now also available (as pictured at left),
in chromium finish at \$10,
in chromium and tortoise enamel finish at \$12.50

Such style . . . such slim, trim elegance! In the clean-cut beauty of its line, the "Adonis" for men or women is distinguished from all other lighters . . . and outstanding in the line of duty, too. For, streamlined into this new look—by the skill and artistry of Ronson craftsmen—is the famous, patented, one-finger, one-motion Ronson safety-action: *Press, it's lit! Release, it's out!* Safely out the instant you lift your finger.

Here are beauty, efficiency and convenience that will add immeasurably to your smoking pleasure. An incomparable gift of personal jewelry . . . a possession to treasure a lifetime.

See, below, the other handsome Ronsons...trim models for pocket or handbag from \$6.00 . . . graceful, richly silver-plated lighters for the table, all modestly priced. Smart to own . . . smart to give. You'll find them at your favorite dealer. *No individual orders can be filled direct.*



FUN EXCITEMENT... Tune in to Ronson's 20 Questions' Sat nights Mutual Network (Pacific Coast, Sun. nights).

PRESS, IT'S LIT... RELEASE, IT'S OUT!



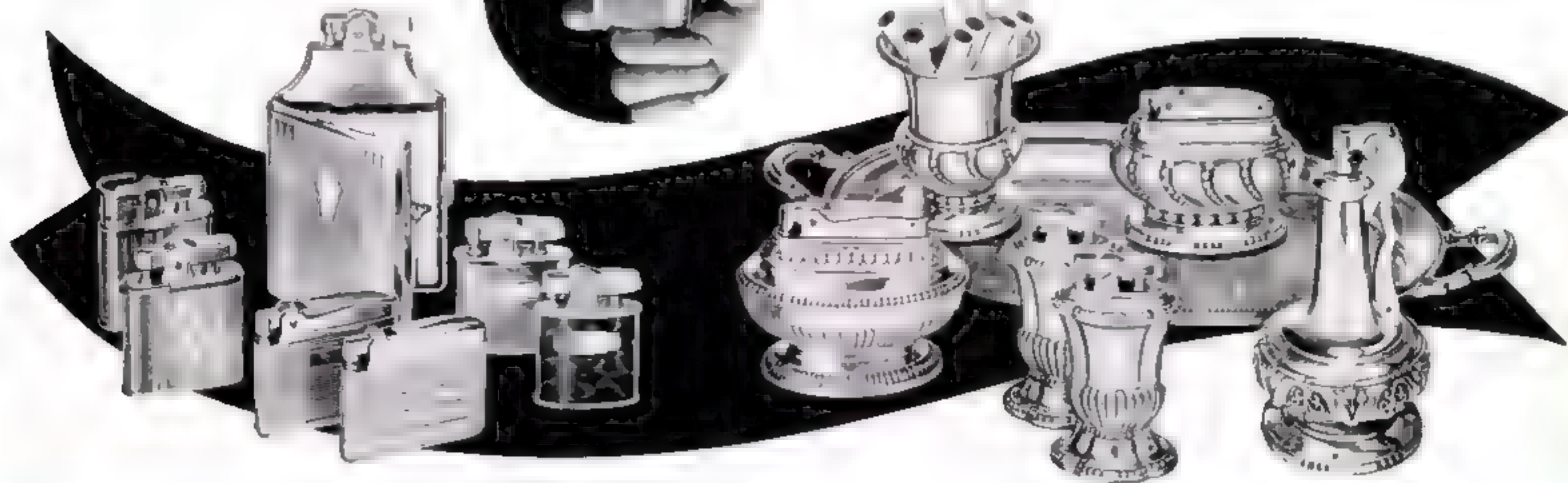
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10c Handy Roll
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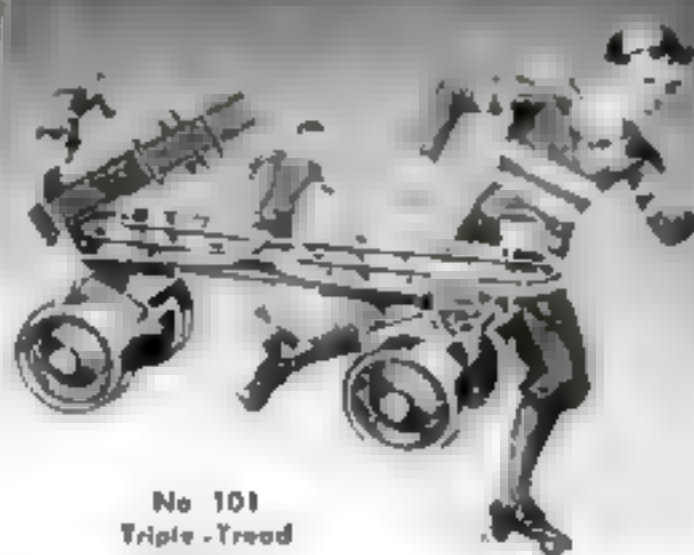


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FLYING Roller Skates

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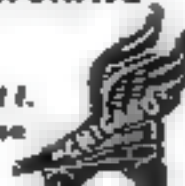
Just the skates for youngsters who want speed with smooth rolling, ball bearing wheels. You should see those Triple Tread Steel Wheels that give 100% longer life . . . the lowest cost operating skate on the market. "CHICAGO" Roller Skates make Champions, build strong, healthy bodies and will last for years.

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BABY SHERRY LYNN WHITFORD DIVES 2 FEET UNDER WATER, KEEPING

PRECOCIOUS BABY

Eleven-month-old Sherry Lynn Whitford can also

The wide-eyed infant scooting through water in the picture above is the world's most precocious swimmer. She is 11-month-old Sherry Lynn Whitford and, like many girls her age, she still cannot walk. But several times a day she dogpaddles across a 30-foot swimming pool in Los Angeles. Sherry Lynn revealed aquatic talent at the age of 6 weeks, and early instruction consisted of teaching her to use her arms for propulsion. She caught on after they were moved back and forth some 500



EYES WIDE OPEN AS SHE GETS READY TO PADDLE BACK TO THE SURFACE

LEARNS TO SWIM

dive, even though she is still unable to walk

times, and she was able to swim for the first time at the age of 7 months. Diving was possible after Sherry Lynn had learned to extend her arms (above) to break the shock of hitting water. Instructor Crystal Scarborough, who is Sherry Lynn's cousin, considers her the most promising of 40-odd babies she has taught to swim and thinks she is a sure bet for the 1964 Olympics. Right now exactly one third of Sherry Lynn's vocabulary concerns swimming. She says "Mama," "Dada," "dive."

CONTINUED ON NEXT PAGE

ENJOY YOUR FISHING MORE

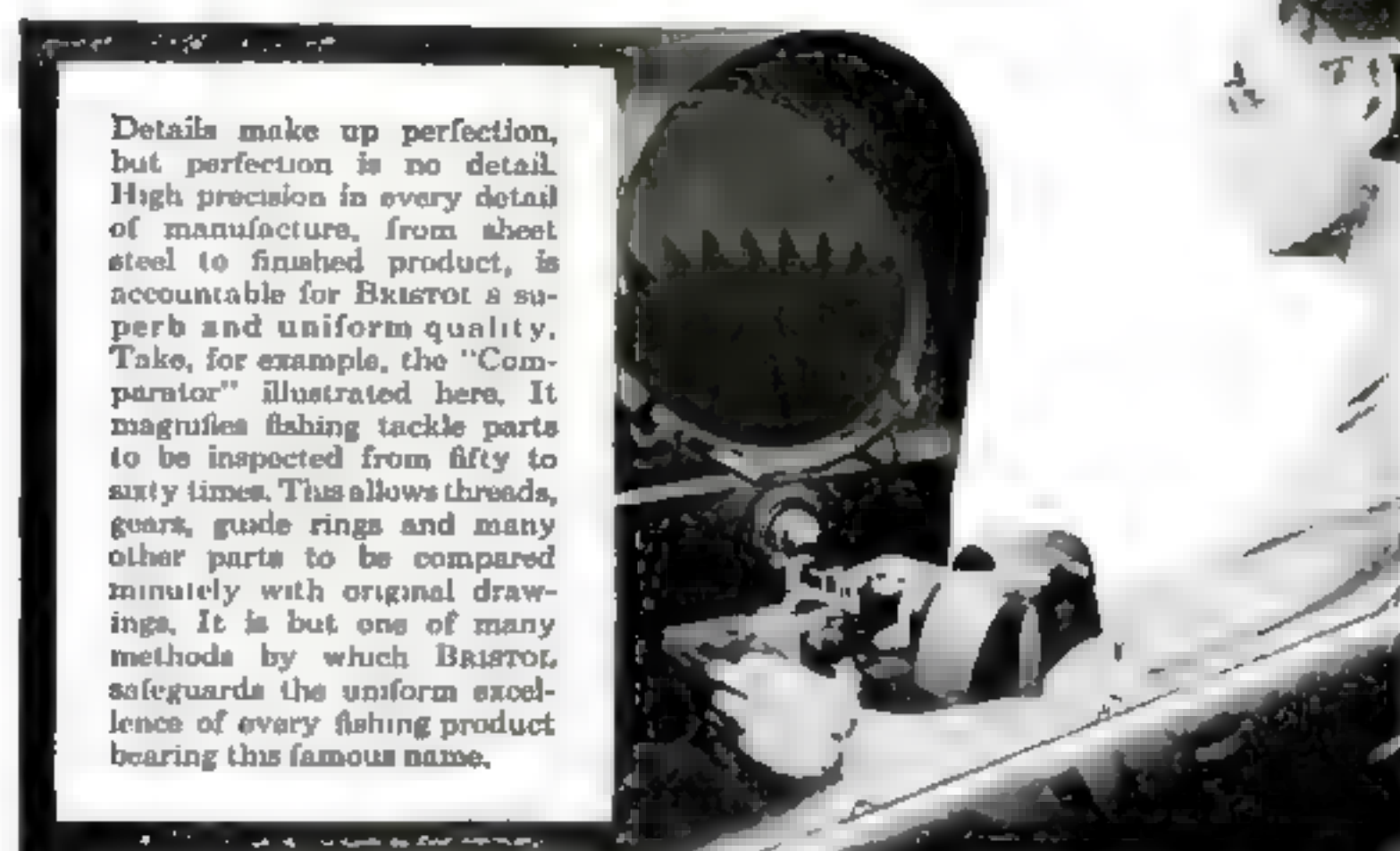
With This Precision-Made Tackle

The better your tackle, the more fun you're likely to have at your favorite sport. That's why you should see the leading values your Dealer is now offering in this year's famous precision-made BRISTOL Tackle. Beautiful, "all-purpose" hexagonal and round telescopic rods! One piece tubular and solid steel rods! Wonderfully light and strong precision-bal-

anced rods . . . with fine reels and durable lines all reflecting BRISTOL's high standards of quality! You buy this excellent tackle with confidence, remembering that BRISTOL originated and is the world's largest producer of high grade steel rods and that every item of tackle sold under the BRISTOL name is built in BRISTOL plants by BRISTOL's able workmen.

Manufacturing Accuracy

Produces Product Perfection



Details make up perfection, but perfection is no detail. High precision in every detail of manufacture, from sheet steel to finished product, is accountable for BRISTOL's superb and uniform quality. Take, for example, the "Comparator" illustrated here. It magnifies fishing tackle parts to be inspected from fifty to sixty times. This allows threads, gears, guide rings and many other parts to be compared minutely with original drawings. It is but one of many methods by which BRISTOL safeguards the uniform excellence of every fishing product bearing this famous name.



**The Sturdy
BRISTOL
One Piece
Solid Steel
Rod No. 32**

This strong, sleek-appearing rod comes in either 4½ ft. or 5 ft. lengths. It has sturdy guides and a salt water resistant finish. The "Set-Tite" handle is aluminum die-cast, anodized black with "specie" cork grip and black tenite forward grasp. Its square blade is finished in gun metal enamel. It has chromium butt plate and chromium plated screw and lug type reel fastener and stainless steel ring guides with yellow silk windings. This is a "jim-dandy" rod for both fresh and salt water fishing.

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The *Permaglas* Water Heater for your home has many important advantages. All of them are designed for your convenience. But the most important single thing about the *Permaglas* Water Heater is this: the tank is made of glass-fused-to-steel... sparkling blue and mirror smooth.

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WATER HEATERS

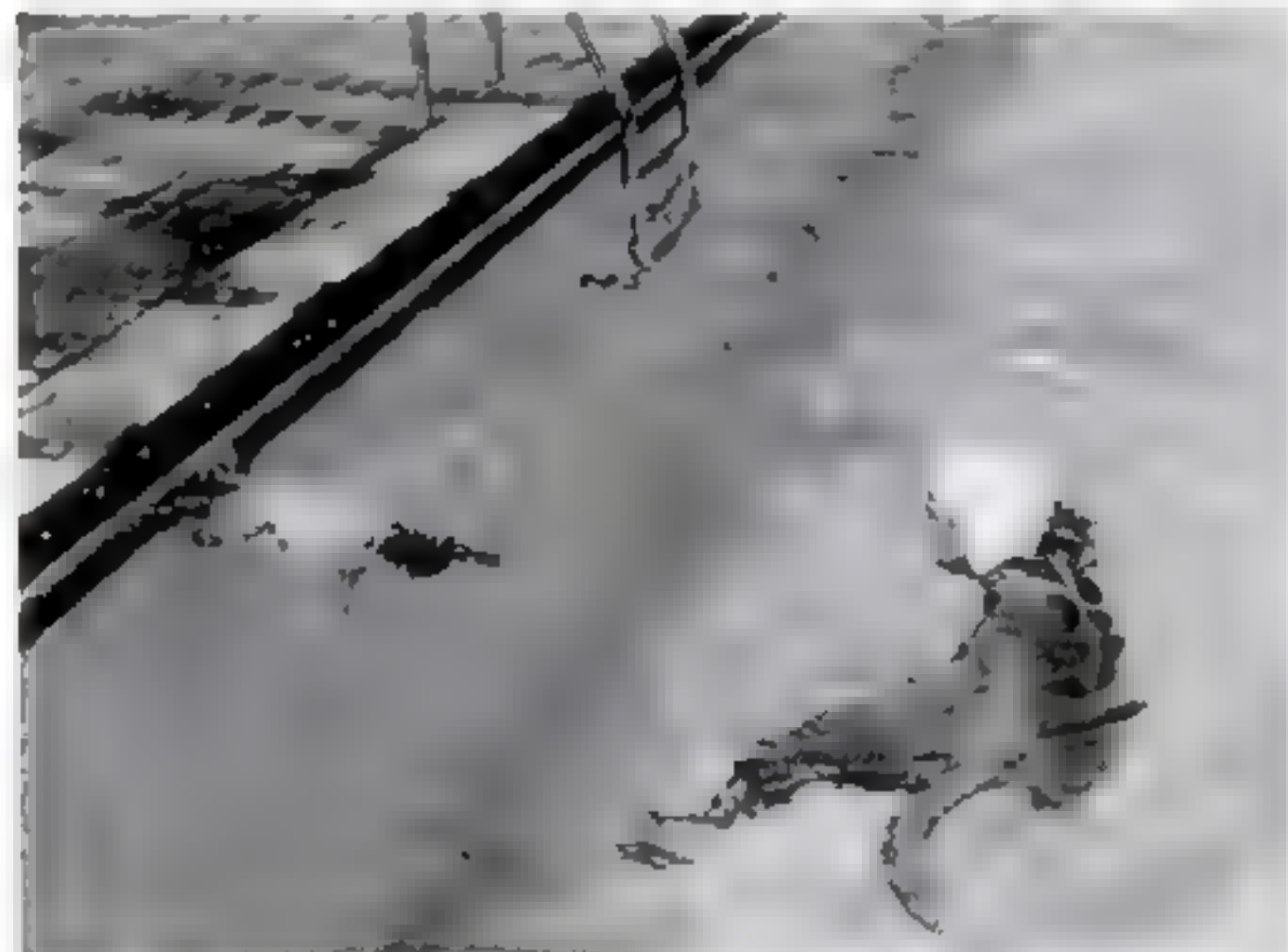
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Manufacturers also of better zinc-lined *Duraclad* and *Milwaukee* Water Heaters

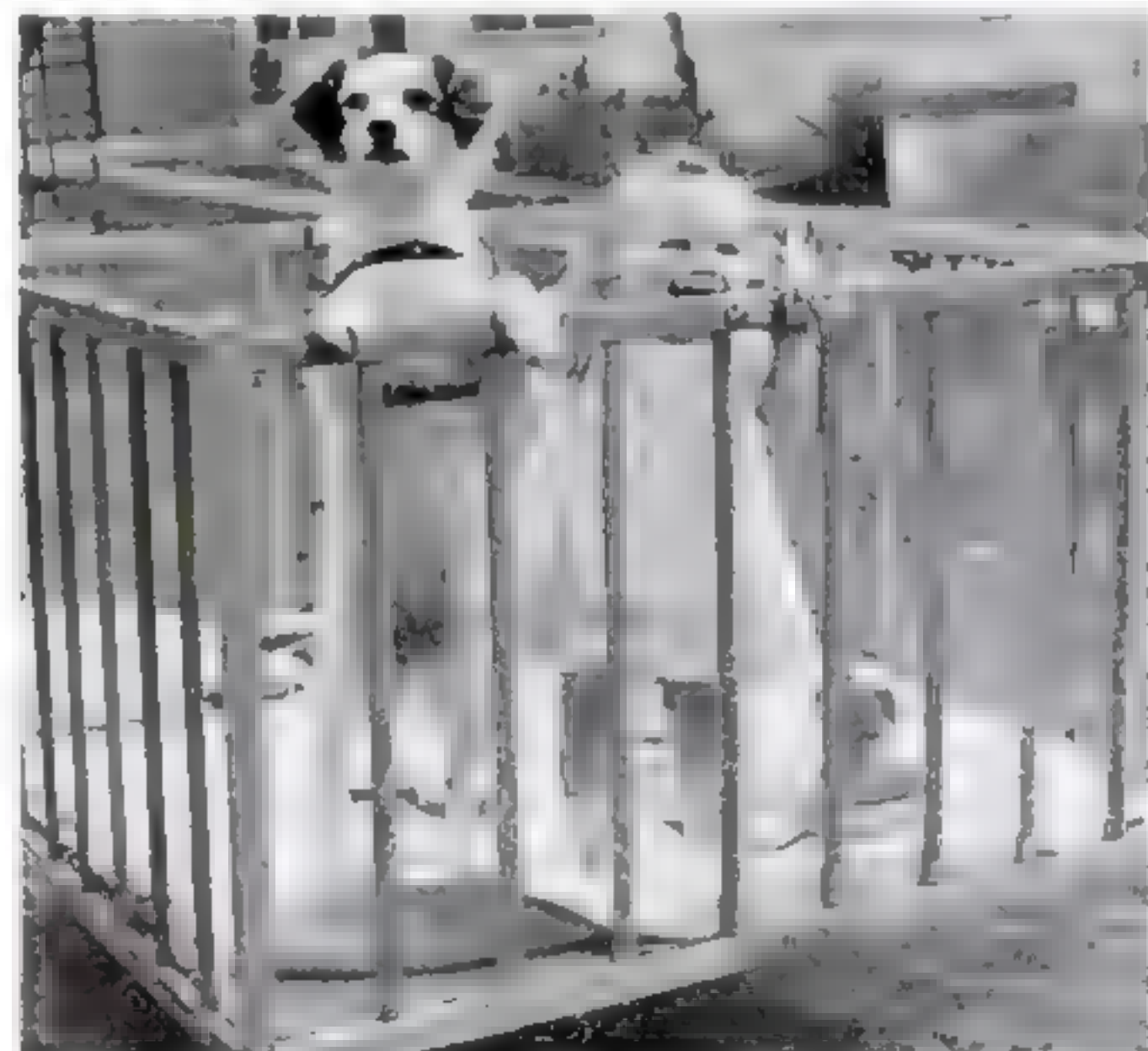
Swimming Infant CONTINUED



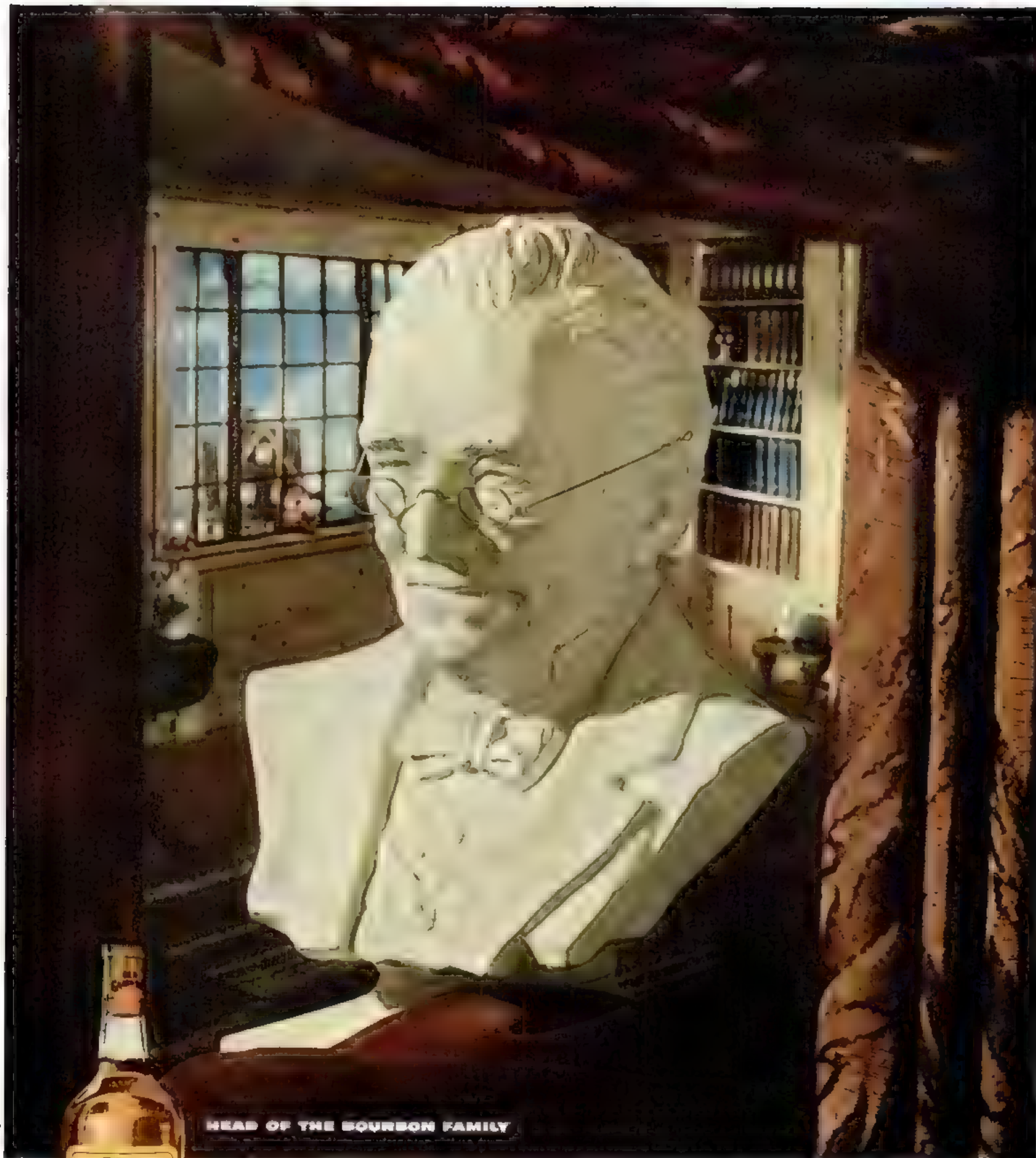
BABY DIVES by being dropped into the water headfirst by Miss Scarborough. To get into the pool alone she sits on edge and simply flops off (below).



BABY SWIMS. She has no sense of direction but will follow instructor. Not strong enough to raise up for a gulp of air, she crosses the pool on one breath.



IN HER PLAYPEN Sherry Lynn beams and prattles like any 11-month-old and plays with Miss Scarborough's dog, a docile mongrel named Freckles.



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*In the pleasant surroundings where men of taste seek companionships,
the heartwarming mellowness of OLD GRAND-DAD meets a welcome
especially reserved for the Head of the Bourbon Family.*

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Dreams of luxury in the upper brackets! The masterpiece shown: Bigelow's superb Sonata 2103-9201, a deep, thick Lokweave carpet, that seams invisibly, to fit any room. About \$16.50* a sq. yd.

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Where will you be most likely to find your dream-rug? Where there's a wide, wide choice at your Bigelow dealer's!

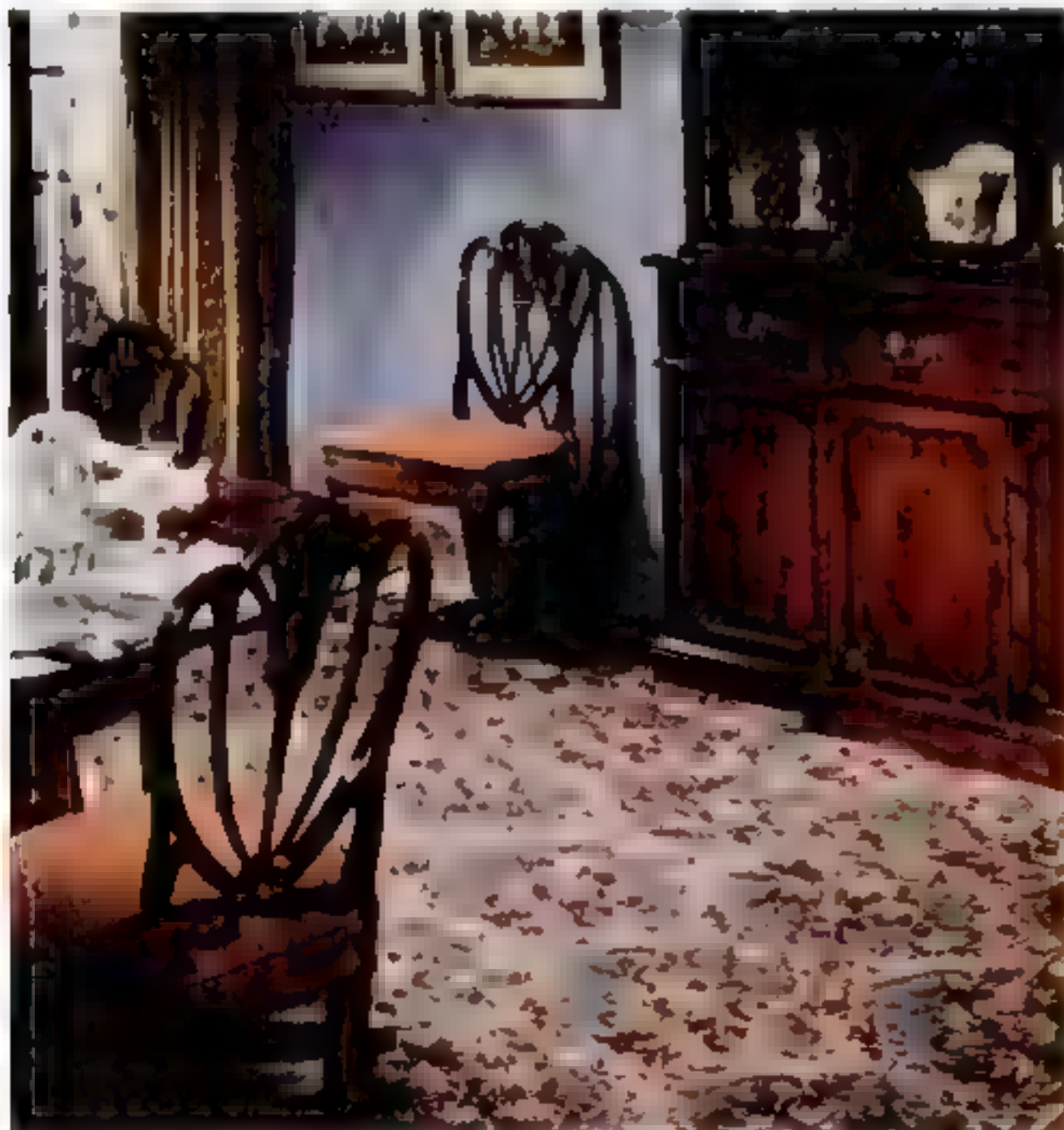
Choose from Bigelow's beautiful ready-cut rugs—or luscious wall-to-wall carpeting. So many smart new shades! So many superb decorator patterns—18th century florals, modern motifs, sculptured beauties. Find them at your Bigelow dealer's!

You have the practical slant, too! What's the use of a good-looking rug unless it *stays* good-looking year after year?

That's where a Bigelow Rug really stands out! The experience of millions of women *proves* that you can expect *many, many years* of service and loveliness from your Bigelow Rug!

Many other practical plus-es! Fast dyes for lasting good looks. Bigelow Rugs and Carpets can be dry-cleaned or wet-shampooed. And such Bigelow "exclusives" as *Permaset*, a "permanent wave" that *keeps* twist textures twisted.

So many gently priced Bigelow Rug values! Like this: Bigelow's decorative Beauvais 1729, a lovely long-wearing carpet. Wide choice of patterns, in Beauvais. Around \$8.95* a sq. yd.

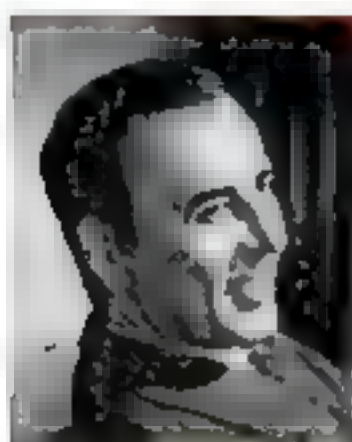


Such beauties—and such buys! Here's another to catch your eye: Bigelow's Glentwist 94333, a handsome carpet made with Permaset yarn. Around \$9.95* a sq. yd.





to the men:



You pay the bills! It's good to know your wife can find Bigelow Rugs and Carpets from as low as \$7 a sq. yd. up to \$18!

No matter how little or how much can be set aside for your rug, your wife can find just the right one—Bigelow offers a variety of styles *at each price level!*

You have the technical mind. You'd enjoy touring the Bigelow plants. Seeing the bales of imported virgin wool arrive . . . watching them blended for the utmost in richness and wear.

You'd learn how Bigelow keeps this wool "lively" by quality controls from fleece to floor. ("Lively" wool springs back underfoot—keeps your rug lovelier all its long life.) Eyewitness evidence that your Bigelow dealer's the man to see!

Wide, wide choice at a medium price! Just one example: Bigelow's beautiful Serenade 6910-12, with a luxurious textured surface. Around \$13.50* a sq. yd.

*Slightly higher west of Rockies.



Bigelow Rugs and Carpets

*Beauty you can see . . . quality you can trust
since 1825*

Doctors Prove the Palmolive Plan brings 2 out of 3 women

Lovelier Skin in 14 days!



"My complexion was double-trouble!" says Patricia Le Fevre of Detroit. "Not only dull and coarse-looking, but dreadfully oily. Who wouldn't be miserable? I actually hated to meet new people, and was embarrassed even in front of old friends!"

"Then the Palmolive Plan came to my rescue! I had a chance to try the Plan under a doctor's supervision. You know, 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women and proved it can bring a lovelier complexion to 2 out of 3 . . . in just 14 days!"

"Here's all you do: Wash your face with Palmolive Soap.

Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!

Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect. Just 14 days after I started the Palmolive Plan my complexion was far less oily—smoother, lovelier and brighter, too!"

YOU, TOO, may look for these skin improvements in only 14 days!

Less Oily
Smoother, Younger looking
Less Coarse-looking
Fewer Tiny Blemishes—
Less Incipient Blackheads
Fresher
Brighter, Clearer Color

Yes! Regardless of your Age . . . Type of Skin or what Beauty Care you've used before!

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan tonight!

Remember, the Palmolive Plan was tested on 1285 women of all ages—from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what beauty care they had used before.

Reason enough for every woman who longs for a lovelier complexion to start this new Beauty Plan with Palmolive Soap!

For tub and shower, get the new, Big, Thrifty Bath Size Palmolive—enjoy Palmolive's soft, lovely lather all over!



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PALMOLIVE'S BEAUTY RESULTS!**

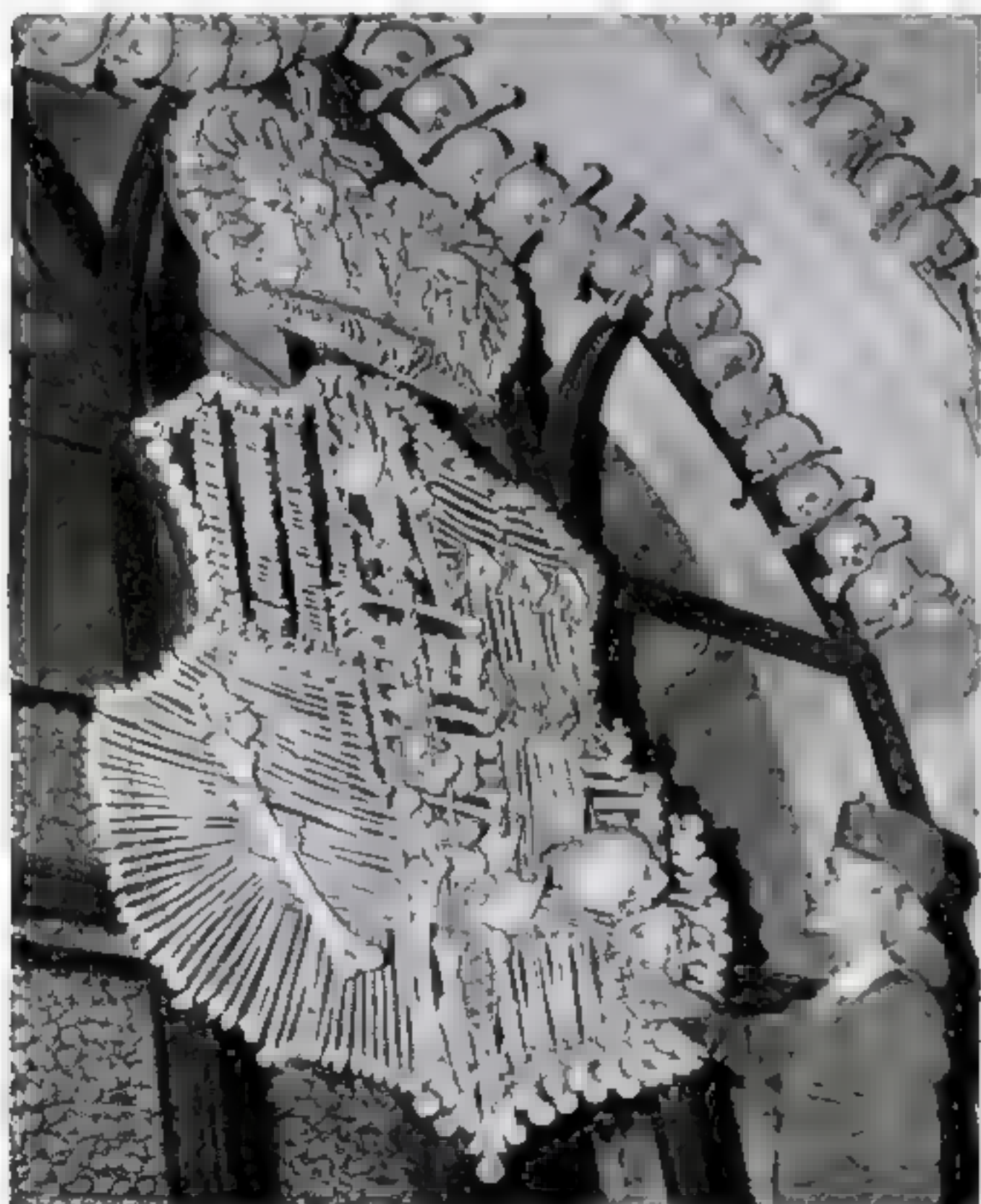


STRINGS OF SKULLS FESTOON CEILING, FORM MACABRE CHANDELIER

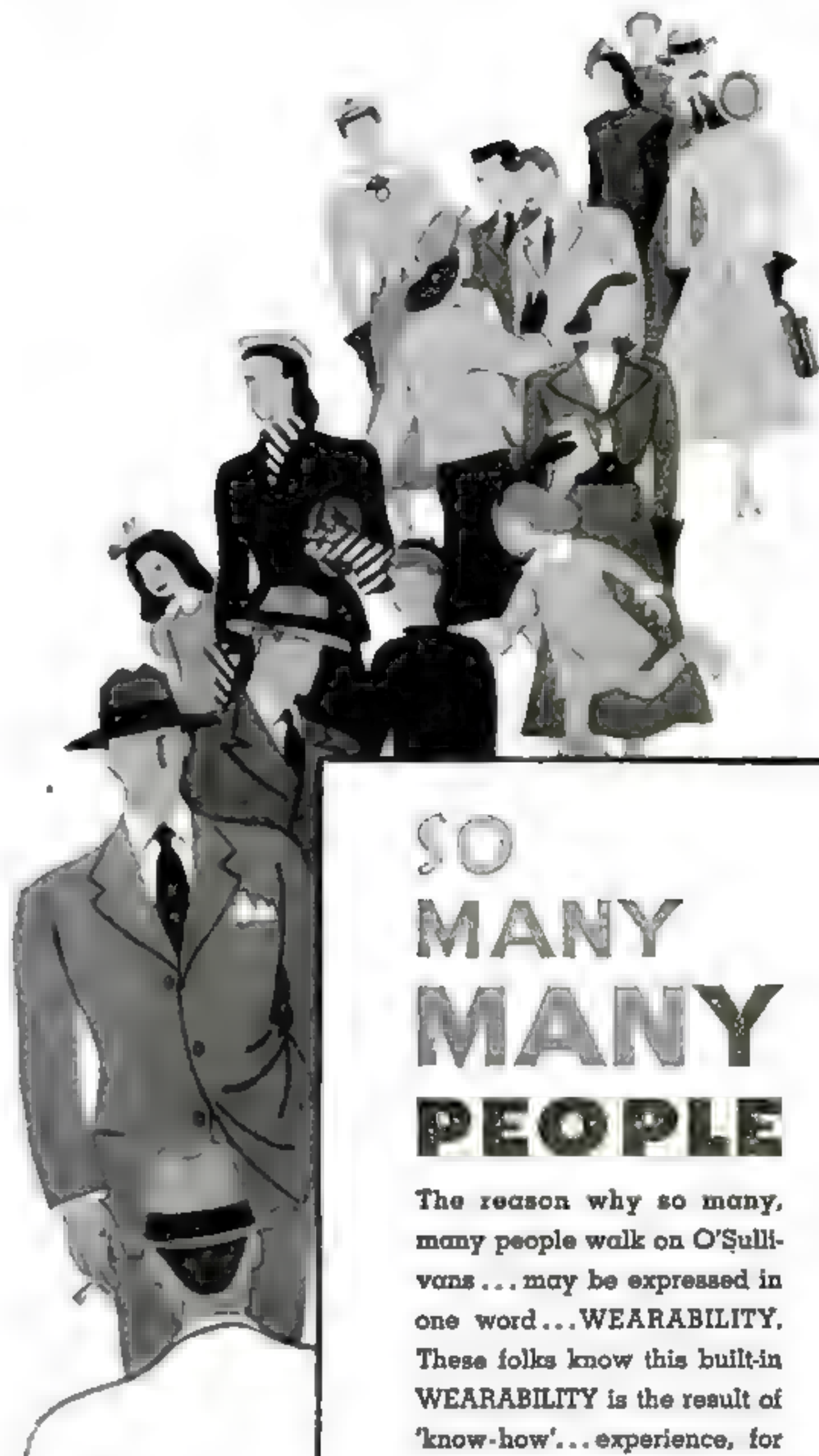
CHURCH OF BONES

Czechoslovak chapel is adorned with old skulls

In the Czechoslovak village of Sedlec, near Prague, stands a 650-year-old church whose interior decoration is a vast embroidery of thousands of whitened skulls, ribs and femurs. It was thus ornamented in 1510 by church members who dug up the bones from an overcrowded graveyard to replace furnishings stolen by marauding soldiers. Today the church, called *kostnice* (made of bones), is used only at Easter. The rest of the year a caretaker dusts off the bones every two months.



SHIELD OF HOUSE OF SCHWARZENBERG IS CONSTRUCTED FROM BONES



SO
MANY
MANY
PEOPLE

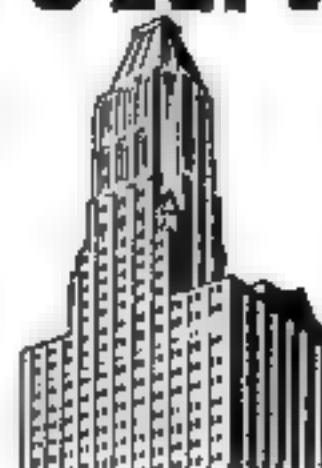
The reason why so many, many people walk on O'Sullivan's... may be expressed in one word... WEARABILITY. These folks know this built-in WEARABILITY is the result of 'know-how'... experience, for O'Sullivan has been building quality rubber heels and soles for more than fifty years.

You'll find... and your family will too, that O'Sullivan wearability combines... good style... comfort... and long wear at low cost.

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America's
No. 1 Heel



...and Sole





SAO PAULO'S SKYLINE RESEMBLES THOSE OF MANHATTAN AND CHICAGO, SHOWS SCAFFOLDING OF NUMEROUS BUILDINGS UNDER CONSTRUCTION. MOST ARE SANDSTONE,

SAO PAULO

SOUTH AMERICA'S CHICAGO WORKS HARD, BUILDS FAST

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

Most North Americans know, in a vague sort of way, that most of the coffee they drink comes from Brazil. A few may know that much of it grows around São Paulo, a city they visualize as another sleepy colony of huts and plantations. Actually São Paulo, near the coast of Brazil about 250 miles southwest of Rio de Janeiro, is a roaring metropolis of 1,600,000 people who live in a dramatic skyscraper city (above) that has about as much Latin languor as a New York subway at 5 p.m. Every hour of São Paulo's 40-hour work week the city's 41,000 construction workers finish three and



RISING ABOVE THE ONE- AND TWO-STORY STUCCO BUILDINGS IN FOREGROUND. BRAZIL'S TALLEST SKYSCRAPER, 36-STORY SÃO PAULO BANK BUILDING, IS AT FAR RIGHT

one half new buildings. Tycoons get to work at 7.15 a.m. and stick at their jobs until 6 p.m. Even some of the *granfinos*—the blooded aristocrats—have been caught in the fever of expansion (pp. 94-95) that has turned São Paulo into the Chicago of South America.

The secret of this unique drive lies in the character of the Paulistas, as residents of São Paulo call themselves. The Paulistas are an energetic and cocky breed, the product of a real melting pot. In addition to the blended Portuguese and native strains, the most recent census for the state of São Paulo revealed 234,000

Italians, 165,000 Portuguese, 132,000 Japanese, 130,000 Spaniards and 26,000 Germans. Invigorated by São Paulo's temperate climate (it is on a plateau 3,000 feet above sea level), the Paulistas move fast, think fast and build fast. A city of only 31,000 in 1870, São Paulo increased to 240,000 by 1900 through immigration. By 1940 it had reached 1,300,000. During the war it kept right on growing.

This wartime growth was a manifestation of São Paulo's ability to overcome adversity. Using hard wood and reinforced concrete, Paulista contractors scarcely noticed the steel shortage.

Earlier when the depression of 1929 wrecked the coffee market, São Paulo converted to industry and has been expanding ever since.

Its port of Santos (pp. 96-97) is still the greatest coffee-exporting city on earth, but São Paulo's future is now geared to manufacturing goods for all the southern continent. The Paulistas, well aware of how vital they have become to Brazil and all South America, are arrogantly independent. In 1932 they revolted against Dictator Vargas. Now they are willing to cooperate with the president at Rio de Janeiro, much as Texas cooperates with the U. S.



GOVERNOR Adhemar de Barros addresses Paulistas in a weekly "fireside chat," always with Sen-

hor de Barros at his side. Estimated 90% of state's population hear these extemporaneous broadcasts.

THE CITY

ITS TOP LEADERS ARE

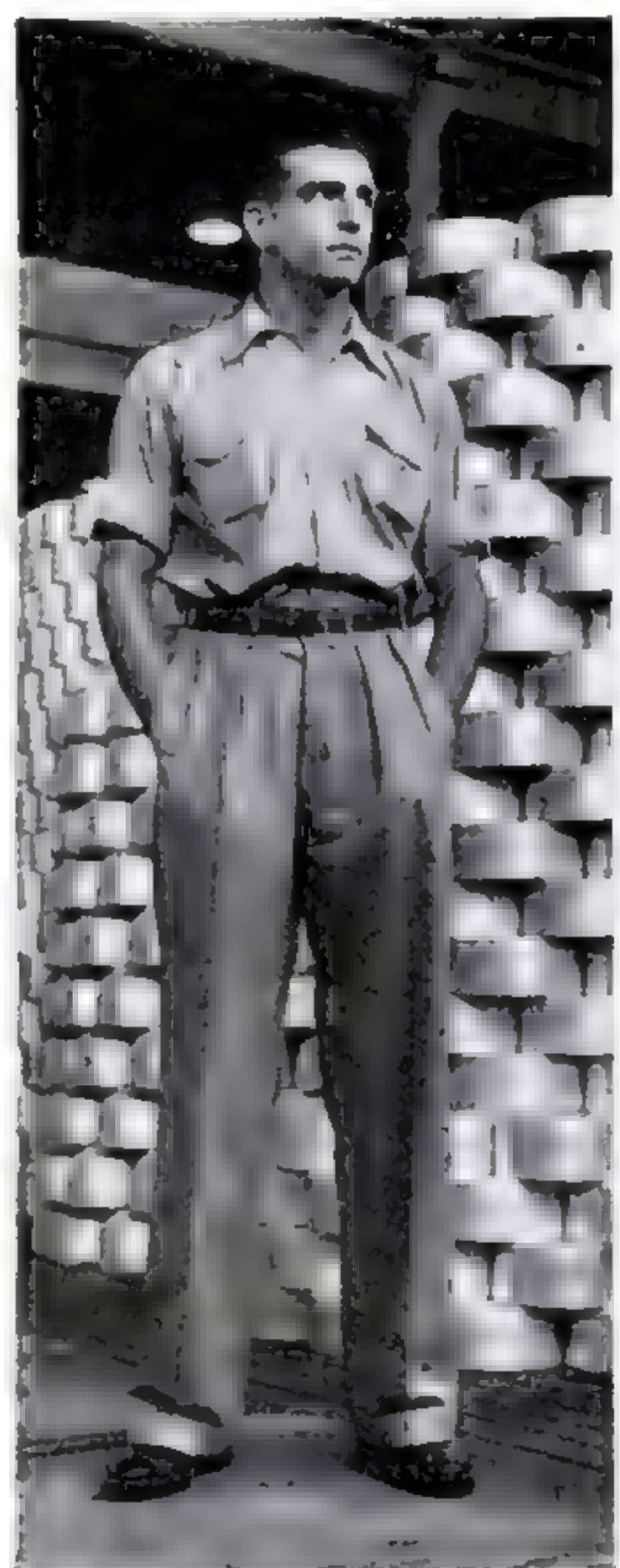
To achieve its hard-driving efficiency, São Paulo has borrowed the techniques and even the appearance of many North American cities. This gives it a singular personality in Brazil but only makes it seem familiar to visitors from the U.S. Its shops along the Rua 24 de Maio look much like those on Fifth Avenue, and its broad street intersections are jammed with automobiles. Even the people who run São Paulo have their northern counterparts.

A good example is the governor of São Paulo state, Adhemar de Barros (*left*), who acts a lot like the late Fiorello LaGuardia and Franklin Roosevelt. After serving as a federal official in his native state Adhemar was elected to the governorship last year. Although he is currently under political attack, Adhemar's record is impressive: he has built 27 new schools, five new hospitals, opened the Santos-São Paulo road and has installed a fine new bus system. Adhemar's weaknesses are exactly what one might expect: he has run up a \$50 million deficit and failed to lower the high cost of living.



"WALL STREET" of São Paulo is Rua 15 de Novembro, named for the birth date of Brazilian republic.

City has 49 banks and one clearinghouse. In the two blocks shown here 16 banks are concentrated.



BOY WONDER of industry is democratic Francisco Pignatari, photographed in his aluminum plant.

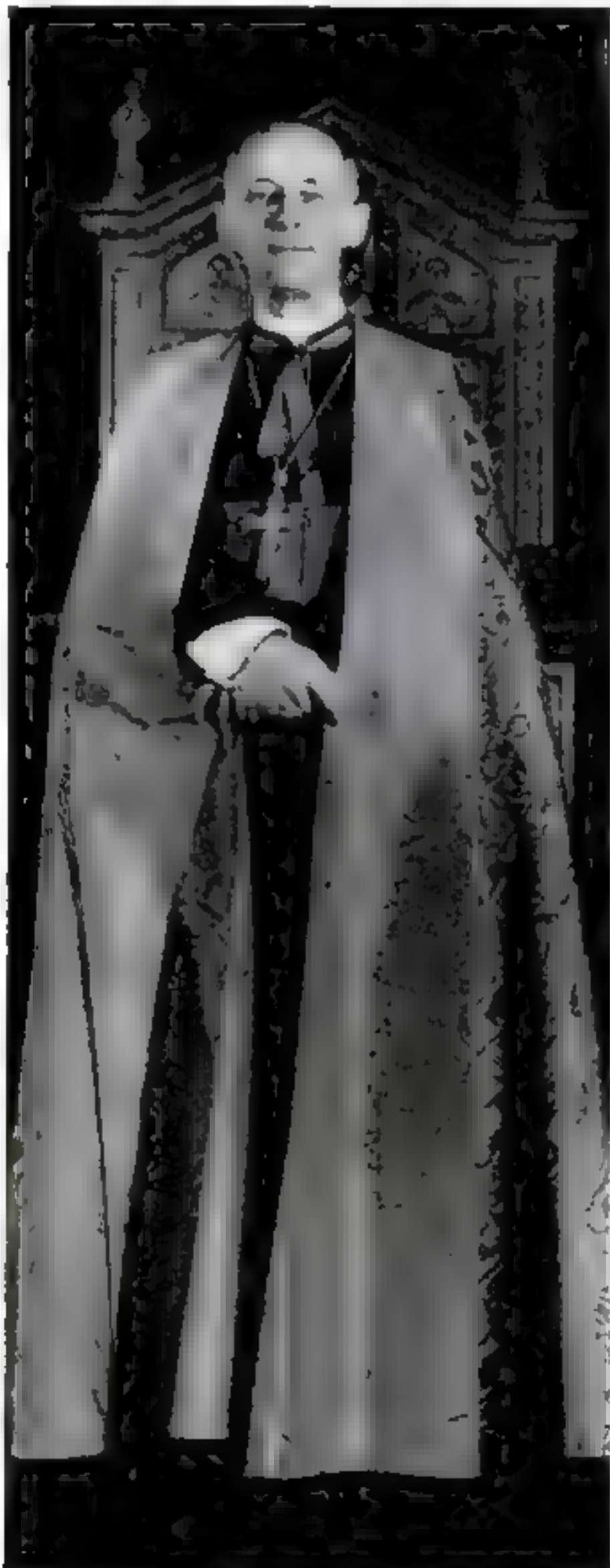
THRIVES

SHREWD AND DYNAMIC

São Paulo also has an industrial baron, Conde Francisco Matarazzo Jr. (*right*), who, with 91 factories and 33,000 workers, is a match for any U.S. magnate. Another industrialist, 31-year-old Francisco ("Baby") Pignatari (*below, left*), who employs 8,000, makes zippers, pots, pans, machine guns and airplanes, looks and acts like Howard Hughes.

The city's "Wall Street" (*lower left*) needs only somber Trinity Church to be an almost perfect copy; its great hydroelectric power company (*lower right*) is Canadian owned and is one of the world's largest utility firms. With more than 50,000 employees, it is Brazil's largest business enterprise, a sort of Consolidated Edison of the south.

Since 1889 Brazil has enjoyed separation of church and state, but the spiritual needs of the citizens of Catholic São Paulo are not neglected. They are largely supplied through Carlos Cardinal Dom Carmelo de Vasconcellos Motta (*below*), a gentle prelate and perhaps the only Paulista who does not seem to be in a hurry.



CARLOS Cardinal Dom Carmelo de Vasconcellos Motta stands serenely in throne room of his palace.



INDUSTRIALIST Conde Francisco Matarazzo Jr. drives horses for pleasure but works hard expanding

the empire he inherited. Probably Brazil's richest man, Matarazzo specializes in textiles and food products.



"THE LIGHT" is popular name for Brazilian Traction, Light and Power Company, Ltd., which provides

more than half of Brazil's power. These pipes send water to valley power plant from mountain reservoir.



THIS SAO PAULO TEXTILE WORKER IS EMPLOYED BY CONDE MATARAZZO IN ONE OF HIS MANY FACTORIES

REWARDS

GROWTH HAS BROUGHT CITY MANY BENEFITS

Although workers in São Paulo's industries are not highly paid, the remarkable expansion of the last two decades has produced many advantages for them. This expansion has followed (and is still following) an unusual line. The Matarazzo industrial empire, for instance, began with a lard factory. Presently came a flour mill, and when sacks were needed to package the flour the Matarazzos started making textiles. As new needs arose out of each expansion, new industrial fields were invaded.

If, as some critics charge, this has allowed a few large firms to dominate most business activities, it also has created thousands of jobs. Fifty years ago the handsome young Brazilian woman (left) who now works in a Matarazzo textile plant would probably have been slaving in the coffee fields. Thus far there has been relatively little labor agitation in São Paulo. A few companies, notably that of Francisco Pignatari, have enlightened labor-relations policies.

Some *granfinos* mourn the passing of the old, indolent culture in São Paulo, but there are many compensations. One is fine hospitals (opposite) and a medical school that matches U.S. standards in many respects. Another is excellent recreational facilities, such as the municipal stadium which seats 80,000 persons and is often filled for games of *futebol* (soccer).

Few cities offer more remarkable educational opportunities than São Paulo. The state university, with 1,000 students in its law school alone, is the best in Brazil. It is supplemented by a fine private college, Mackenzie (below), which also has high- and grade-school sections, and an enrollment of 3,800. Degrees are obtainable in architecture, engineering and philosophy, which includes teacher training.

Mackenzie College was named for a New York attorney, John T. Mackenzie, who contributed a grant of \$50,000 in 1890. Once operated by the Presbyterian Church Board of Foreign Missions, Mackenzie is now entirely self-supporting. It has provided many of São Paulo's teachers and most of its secretaries.



ESTADIO MUNICIPAL in São Paulo draws capacity crowds for soccer games, is divided into reserved

and general-admission sections like a U.S. stadium. It even has enthusiastic ice-cream and popcorn vendors.



MACKENZIE COLLEGE is so jammed with buildings that this tiny square is the only open campus.



SUNLIT TERRACE of São Paulo's state-maintained Hospital das Clínicas aids recovery of a child polio sufferer. In rear is the new, 300-bed orthopedic hospital.

Altogether São Paulo state has 55,000 hospital beds. Principal demand is for orthopedic care because of many pedestrian motor accidents resulting in broken bones.



IN THEIR ANCESTRAL HOME Jorge and Marjory Prado are photographed in formal attire under painting of Jorge's grandfather Antonio Prado, who with his

brothers owned the largest coffee plantation in all of Brazil in 1880. Jorge's father, Antonio Jr., also is active in business as the head of the Paulista Railways.



JORGE AND MARJORY SAIL THEIR BOAT OFF SANTOS

GRANFINOS

YOUNG PRADOS BREAK WITH OLD TRADITION

If the *granfinos* of São Paulo are beginning to get a new look, it is largely thanks to the pioneering of Jorge and Marjory Prado (*opposite*). Heir to a great coffee fortune, Jorge Prado has not been content to live on his income but has entered enthusiastically into São Paulo's commercial life and its new society.

Part of the credit belongs to Marjory, who as "Midge" Gage was a well-known New York debutante and aviatrix before her marriage 10 years ago. Marjory opened São Paulo's first nightclub, the Jequití, and also started an advertising agency. Jorge caught her enthusiasm, established a glass factory and is now building a great resort—the Praia Pernambuco.

As leaders of São Paulo's democratic young cafe society, the Prados also have a lot of fun—sailing their boat or jeeping about on their resort property, and entertaining less progressive *granfinos* in their old-fashioned home (*right*).



BLAZING TRAILS over Praia Pernambuco resort development, Prados' jeep is halted by fallen tree.



THE OLD AND THE NEW contrast sharply in the Prados' streamlined office (*above*), where Jorge and Marjory study plans for resort development, and in

their stately home (*below*). This great mansion was built in 1837 by the Prado family, and its grounds, adorned by trees and statue, almost cover city block.



SAO PAULO CONTINUED



BRILLIANT LIGHTING (*above*) makes downtown São Paulo sparkle after sundown and illuminates the spectacular *Viaduto da Glória* and the broad and beautiful *Avenida 9 de Julho* in the heart of the city's modern business section.

HARBOR OF SANTOS (*below*) also blazes by night, with 12 ships waiting in the channel to tie up at the docks. The harbor has space for 40 vessels. The 50 miles from São Paulo proper to the harbor are spanned by a rail and a highway.





SAO PAULO'S BRIGHT LIGHTS CHALLENGE THE NIGHT

CAN YOUR SCALP PASS THE
**"FINGER-NAIL
(F-N) TEST?"**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC
CONTAINS
LANOLIN!**

AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder when new users from coast to coast were questioned, 4 out of 5 who replied said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

IMPORTANT! Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Also excellent for training children's hair.



TUNE IN... 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.



SAO PAULO LIFELINE

São Paulo's future as the industrial center of South America hangs on the thread of new road (above) that runs 50 miles through the forest from the port of Santos. The precarious old road, built more than 20 years ago along the old Jesuit trail, descends 2,400 feet in four miles of continuous hairpin turns. The brilliantly engineered new road is a gleaming ribbon of concrete, which takes 12 miles to make the same descent.

Get Relief Pleasantly!

MOTHER! Your child will enjoy this tasty laxative!

Millions of mothers have learned from experience that children take Ex-Lax willingly. They love its delicious chocolate taste. Ex-Lax is not only pleasant-tasting but easy-acting.

• And you, Mother, can trust Ex-Lax to give effective relief... in a nice, gentle way. Not too strong, not too weak, Ex-Lax is the "Happy Medium" Laxative.

Ex-Lax is America's No. 1 laxative—the favorite of young and old. It's the dependable laxative that many doctors use in their practice. Still only 10¢ a box. Economy size, 25¢.

When Nature "forgets"...remember

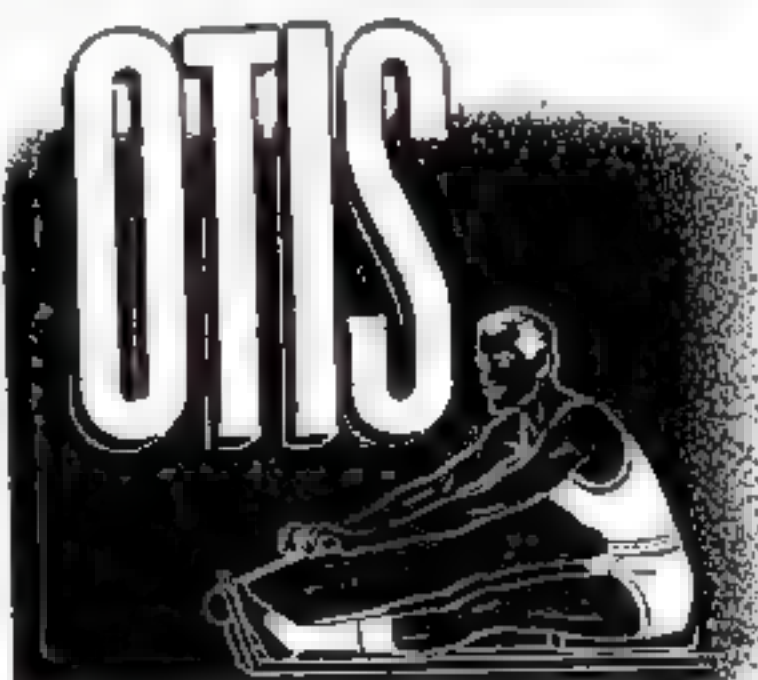
EX-LAX
THE CHOCOLATED LAXATIVE



WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

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Just rub it on the gums



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SINCLAIR OPALINE MOTOR OIL**

Keeps your motor clean as a whistle

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CLOSE-UP



WITH HIS RIGHT HAND FLYING high above the keyboard, Artur Schnabel pounces on a Chopin *étude* with the irrepressible verve and muscular exuberance that

make him the most spectacular of contemporary pianists. Schnabel practices very little but enjoys his own piano playing nearly as much as his most devoted listeners do.

Artur Rubinstein

America's most glamorous piano virtuoso is a Pole, an epicurean and a wit who lives in Hollywood and commutes between hemispheres

by WINTHROP SARGEANT

THE death of Ignace Jan Paderewski seven years ago left in the mind of the average American a terrifying doubt somewhat similar to that created by the retirement of Gene Tunney from the prize ring. It was no longer possible to tell with certainty who was the world's champion pianist. It had been many years, of course, since the long-haired, courtly Pole had shown even a trace of the old virtuosity that had made his name as familiar throughout the U.S. as those of Houdini and Buffalo Bill. There were even, in more critical musical circles, people who had doubted his absolute pre-eminence among pianists of the day. Josef Hofmann and the late Sergei Rachmaninoff were both prodigious virtuosos who could equal many of his feats and surpass some; the late Moriz Rosenthal had a far more scintillating technique. But there was something about Paderewski that symbolized the common man's dream of what a great concert artist should be. He was not only a great pianist. He traveled in a private Pullman with a retinue of servants. He was a superb showman, a gourmet, a man of the world, a confidant of princes, a diplomat and a premier of Poland. When "Paderewski" sat down aristocratically before his Steinway his public felt that it was witnessing a rite rather than a recital, a noble tradition rather than a professional craft, a heroic and civilizing spectacle rather than just another evening of piano playing.

Today fashions in pianists have changed. Since virtuosos, like dogs, have a tendency to resemble their masters, the aristocrat of the keyboard who was the ward of princes has given place to the businesslike virtuoso who is the ward of bank presidents and concert corporations. The big names of the pianistic world are now apt to look like businessmen, doctors and lawyers and to treat their art as a skilled profession rather than a poetic ritual. Most of these big names possess a technical efficiency that would put many of the oldtime virtuosos of Paderewski's era to shame. Vladimir Horowitz, who has a personality like a neurotic steel spring, plays the piano with a digital mechanism probably unequaled for sheer dash and brilliance in the memories of the oldest contemporary critics. Artur Schnabel, who resembles a Viennese psychiatrist, plays Beethoven and Mozart with a scholarship that is scientifically impeccable. Rudolf Serkin, who looks like a worried college professor, plays everything from Beethoven to Liszt with the same cerebral uniformity. Walter Gieseking, a man of prodigious equipment whose achievements with Bach and Debussy are probably unequaled in this generation, grunts and heaves at the piano like a hippopotamus in labor. Myra Hess plays as beautifully as the best of her male competitors and looks like a handsome, middle-aged British social worker. Jose Iturbi resembles an affable and prosperous ad salesman. When he takes time off from being a movie actor and a guest conductor, he is a pianist of élan and brilliance. The man who approaches closest to the Paderewskian ideal of virtuosity, showmanship and glamour, however, is another Pole whose name is Artur Rubinstein.

Merely as a spectacle Rubinstein is impressive. As he bounds onto the stage he has the strange metallic look of an impassive Oriental idol about to be involved in some sinister, cabalistic, ritual. His stocky body is surmounted by an enigmatic, mask-like face somewhat resembling that of an anteater. It is topped with a fuzzy fringe of graying hair. When he sits down to play he attacks his piano with great lunges, bouncing his hands off the keyboard until they rise above his rearing scalp. In climax he has a tendency to rise higher and higher off the piano stool, pouncing on the keys from a near-standing position. When it is all over he seems lost in a poetic trance from which thunderous applause gradually awakens him. Rubinstein looks the diabolical part of a true virtuoso.

This spectacular visual demonstration

is not, of course, what primarily endears him to thousands of American piano fans. They are interested in the magnificent sounds he draws from his instrument. They admire him not so much for any single technical superiority as for a combination of qualities rarely found together in contemporary pianism. Like Horowitz, he can overwhelm an audience with the mere physical excitement induced by extraordinary speed, power and marksmanship. Unlike Horowitz, he is a master of stylistic differentiation and can swing from the hard brilliance of Liszt and the insinuating sentiment of Chopin to the sober profundities of Beethoven, giving each type of music its own particular flavor. He can, when he is in the mood, weave something of Paderewski's magic spell, entralling his public with the sheer sensual effect of iridescent and beautifully modulated tone.

These qualities, both pianistic and personal, have during the past 10 years given 59-year-old Rubinstein an ascendancy over his rivals that makes his position unique. He averages something in the neighborhood of 150 concerts a year and earns a minimum of \$3,500 a concert. His Victor recordings of the Tchaikovsky B Flat Minor and Grieg A Minor concertos have sold in the hundreds of thousands and helped create the national furor for these works that has echoed in the popular records of jazz bands and in Broadway musicals. The total gross sales of his records run to well over a million dollars annually. In Hollywood his fees for odd jobs of dubbing, in various musical movies, have become the talk of the town. On one job with Producer Frank Borzage (the picture, *I've Always Loved You*) he demanded and got \$85,000 for three days of off-screen recording, playing Rachmaninoff's Second Piano Concerto. His lofty insistence on such stupendous fees and the independence with which he chooses the pictures he deigns to appear in have only helped to convince movie producers that he is indeed the world's greatest pianist.

Man of the world

THESE rather striking evidences of public esteem are, of course, a tribute to Rubinstein's prowess at the keyboard. But they are also a tribute to a personality that might have stepped out of the more elegant passages of a Tolstoy novel. Artur Rubinstein, like Paderewski, is the flower of an old-world tradition with deep roots in the salons of 19th Century Europe. Unlike most musicians he is a philosopher, a man of the world, a wit, a sybarite, a sophisticated conversationalist and an esthete of discriminating tastes. He can discuss books, painting, contemporary mores or politics as easily as he can the technical details of a sonata. His closest friends are not musicians but authors, politicians, princes, actors and artists. He is equally at home in a Pullman smoker, a transatlantic plane, at an Elsa Maxwell party, a Washington soiree, a gathering of Parisian left-bank existentialists or a royal court. He treats his music not as a solemn craft but as a pleasant adjunct to social intercourse. "I like to win people's hearts," he confesses with old-world gallantry, and whether he does it by way of the keyboard or through his lively powers as a raconteur and man about town, the results are equally impressive.

Artur Rubinstein's home is near Hollywood, a city he likes mainly because of its warm climate and the informality of its social life. But the cosmos he actually inhabits encompasses a far-flung network of auditoriums, railroad stations, landing fields, hotels and dressing rooms scattered over nearly the whole of the civilized world. In some 40 years of continuous touring he has covered something in the neighborhood of 2 million miles. He has had permanent homes in Berlin, Warsaw, Paris, the French Riviera, London and



TENTH ANNIVERSARY of Rubinstein's first big American success was celebrated this winter in New York. Mrs. Rubinstein is at his right.

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the Rambler Field Glass

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OLDTIME GREATS of the world of piano playing were Ignace Jan Paderewski (top left), Sergei Rachmaninoff (top right), Moriz Rosenthal (bottom left) and Josef Hofmann. All are dead except Hofmann, who, at the age of 72, is still a prominent virtuoso. Paderewski was the great idol of the Gay '90s.

RUBINSTEIN CONTINUED

New York. He speaks nine languages with perfect fluency. He has given concerts in practically every country except Tibet and knows Cape Town, Buenos Aires and Shanghai as intimately as the average man knows the streets of his home town. Every year he ranges some part of this vast territory, crossing the paths of a dozen other similar international musical celebrities like Heifetz, Menuhin, Horowitz and Kreisler, all of whom enjoy a peculiar international position unknown in politics, science or any other field of art. The expression "citizen of the world" is often loosely applied to confirmed expatriates, diplomats and moderately footloose travelers. It fits Rubinstein like an elegantly tailored suit.

Rubinstein's tastes and ways of thinking reflect his international habitat. He collects old English editions, Hindu sculpture and French cognac according to taste and without the slightest regard for established opinion. His favorite brand of cognac is obscure and exquisite. He discovered it himself after sampling at least half the

CONTINUED ON PAGE 105



CONTEMPORARY GREATS include Vladimir Horowitz (top left), brilliant technician; Myra Hess (top right), greatest woman pianist; Artur Schnabel (bottom left), a master of Beethoven, and Walter Gieseking (bottom right), who has been in Europe since the war but ranks among the world's top performers.



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1½-qt. Covered Saucepan	\$3.15
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cognacs in France. He smokes cigars made especially for him by the Upmann firm of Havana, which he visits personally on every trip. Between visits to Cuba's capital he enters into lengthy correspondence with the Upmann officials about the quality of each year's tobacco crop. Many men of wealth may practice the art of enjoying themselves with comparable scope, but few with such painstaking care.

Among the elegant appurtenances of his private life, Rubinstein bounces about with childlike delight. The grave, masklike face that gives his concert personality a deceptive appearance of austerity breaks into giggles and illustrative grimaces. His enthusiasms do not permit him to sit still. He flails his arms, scatters the ashes of his cigar, crouches, gesticulates, imitates the mannerisms of people he is talking about, speaks English with a Polish, German, French, Spanish or broad British accent according to the illustrative needs of the moment. "I am an epicurean, right?" he says, as if establishing a point about which there might be some doubt. "I can really cry over a beautiful book with a fine binding." Before his guest has time to express appropriate astonishment, Rubinstein is pulling magnificently bound volumes from his ceiling-high bookcases and is, in fact, close to tears of emotion. His tastes are catholic: a rich old illustrated edition of *Fables of La Fontaine*, James Joyce's *Ulysses* in a limited edition with illustrations by Henri Matisse, a privately printed copy of a recent work by his close friend Thomas Mann inscribed by the author, one of Ambroise Vollard's famous books on modern French painters. "I bought it for \$40," he crows gleefully. "I have since been offered \$500 for it. Many book dealers," he adds confidentially, "don't know what they have."

"I am 90% interested in women"

HIS study, with a grand piano in one corner and a heartening array of thick rugs and deep upholstery, is full of other mementos—pictures of his lifelong friends, Violinist Paul Kochanski and the eminent Polish composer, Karol Szymanowski; an autographed picture of Toscanini; a picture of himself and Albert Einstein together. "Interesting," he remarks. "Einstein looks like a typical musician and I look like a scientist." His wife enters the room, and he ceremoniously kisses her hand. She is an extremely pretty Polish blonde, about 20 years younger than he, and he obviously regards her with the same connoisseur's enthusiasm he lavishes on his books and paintings. "I am 90% interested in women," he explains. "Doesn't she look dangerous? That's why I married her." Mrs. Rubinstein smiles tolerantly as if she had heard all this before, and calls in the children who are playing outside. The brood is as international as the home's furnishings. Eva, a blonde 15-year-old with a pert, feminine version of the Slavic, ironlike Rubinstein face, was born in Buenos Aires. She wants to be a ballet dancer. Paul, a muscular, quietly masculine boy of 13, was born in Warsaw. Alina, blonde, 3 and obviously Rubinstein's favorite was born in Los Angeles. Wailing outside in a crib is John Arthur, 15 months old. "Nice set, isn't it?" exclaims Rubinstein, beaming. "My wife and I would like to have a set like that regularly every 10 years." Rubinstein rings for a little of his favorite cognac, expatiates on its quality and drifts off to the subject of cooking. He has a wonderful cook—not so good as his wife, he adds hastily with a glance in her direction, but a real artist in the French-Polish tradition. Funny thing is, he picked her up in Nicaragua. Her name is Anita, and she is a full-blooded Nicaraguan Indian. "She doesn't speak a word of English, only Spanish," he adds slyly. "A wise precaution. She can't talk to anybody but my wife and myself. Nobody will ever get her away from us."

Temperamentally Rubinstein is a perfect example of a phenomenon that is growing increasingly rare in the 20th Century society. He is a genuine romantic. He looks at life as a gorgeous, gallant dramatic spectacle in which he himself is one of the chief protagonists. The attitude is implicit in the way he sits at the piano dashing through the glittering runs of a Chopin *étude* as if their dramatic alchemy were more real than what most prosaic people think of as real life. It is implicit in his gregarious elegance, in the purple dressing gowns he lounges in, in the red carnation he almost invariably wears in his button hole, in the extravagance and volume of his conversation. "People are always making conditions for happiness," he says, waving his cigar. "They say, 'If my health were better' or 'If society were better regulated' or 'If I were successful, I would be happy.' Bah! Happiness is never a matter of conditions. It comes from the ability to be happy. We must live fully, and enjoy life fully. Take flowers or women or cigars.

CONTINUED ON NEXT PAGE

THE AIR YOU BREATHE SHOULD BE AS PURE AS THE WATER YOU DRINK



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AT HIS U.S. DEBUT in 1906 Rubinstein, then a shock-haired youth of 16, was panned by critics, who found his playing brilliant but rather superficial.

RUBINSTEIN CONTINUED

Marvelously interesting! I like the company of women. They are always interesting, even if they are not intelligent. Even if they can't do anything but cross their legs, I find that interesting. I like to watch them move. Even loneliness or misfortune or homicide can be interesting. People have been enjoying the murders in Shakespeare's plays for centuries. Yet they deplore murders in real life. Why? I love life without condition. Life means living, not escaping. People go to doctors and say 'What vitamins shall I eat?' (Here Rubinstein sags into a grotesque picture of abject hypochondria.) "What good are vitamins, I ask you? Eat four lobsters and a pound of caviar. Live! If you are in love with a beautiful blonde with no brains at all, don't be afraid. Marry her. Live!"

This optimistic recipe, which Rubinstein himself apparently follows with complete success, leaves room for few dislikes. But those few are fervent. Rubinstein has always disliked the Germans; so much so that he has systematically refused to play in Germany for more than 30 years. This dislike, as he proudly explains, has nothing whatever to do with Hitler, though Rubinstein is a Jew and was a frequent target of Nazi propaganda. He simply dislikes everything about the German way of life and thought, partly perhaps because he is still a fervent Polish patriot but mainly because Germans are often earnest, systematic, pompous, academic and otherwise entirely unlike Rubinstein. For reasons that are somewhat similar, Rubinstein also dislikes Bolshevism and is a loud and enthusiastic advocate of the immediate atomic-bombing of the Kremlin. With dictatorships that he is in between, he is less drastic. He is a tremendous favorite in Argentina. But he regards the Perón government as a menace to his individualism. Last year in Buenos Aires Rubinstein was engaged for a series of 14 concerts at the Colón Opera House where Perón has ruled that all performances must be broadcast for the benefit of his loyal proletarian *descamisados* (shirtless ones). Rubinstein refused to broadcast on the grounds that so much Rubinstein music over the air would saturate the Argentine demand for his concert appearances. Perón stood firm, so Rubinstein walked out of the Colón and hired a movie theater where there were no broadcasting facilities. Perón gave orders that Rubinstein's piano should not be moved off the boat in Buenos Aires harbor. In desperation Rubinstein telegraphed his manager Sol Hurok, saying that he could not perform without a proper piano. Hurok promptly loaded a grand piano onto a plane and flew it to Argentina in time for the first recital. Perón

CONTINUED ON PAGE 108

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You can win \$33,000⁰⁰ or \$24,000⁰⁰ or \$20,000⁰⁰ or \$10,000⁰⁰
Look over the list of 270 cash prizes!
What is your answer to this puzzle?
It can win you a fortune!

FULL LIST OF 270 PRIZES . . . EVERY PRIZE MUST BE WON

Group No. 1	Group No. 2	Group No. 3
1st Prize \$3,000.00	1st Prize \$10,000.00	1st Prize \$20,000.00
2nd Prize 500.00	2nd Prize 1,500.00	2nd Prize 3,000.00
3rd Prize 300.00	3rd Prize 1,000.00	3rd Prize 2,000.00
4th Prize 150.00	4th Prize 500.00	4th Prize 1,000.00
5th Prize 100.00	5th Prize 250.00	5th Prize 500.00
6th Prize 75.00	6th Prize 200.00	6th Prize 400.00
7th Prize 50.00	7th Prize 125.00	7th Prize 250.00
8th Prize, \$40.00; 9th Prize, \$30.00; 10th Prize, \$20.00; 80 Prizes each, \$10.00.	8th Prize, \$100.00; 9th Prize, \$75.00; 10th Prize, \$50.00; 80 Prizes each, \$20.00.	8th Prize, \$200.00; 9th Prize, \$150.00; 10th Prize, \$100.00; 80 Prizes each, \$40.00.
TOTAL \$5,065.00	\$15,400.00	\$30,800.00

YOU MAY ENTER ANY ONE, ANY TWO, OR ALL THREE PRIZE GROUPS! HURRY TO WIN NEW BUCKS!

YES . . . you can get rich for life . . . a big cash fortune can be yours in return for a good deed and the use of some simple puzzle solving skill . . . in answering this one puzzle to the right.

This contest is sponsored by the Disabled American Veterans Service Foundation. The need for funds to help rehabilitate our 2,500,000 disabled veterans is urgent. To bring this need to your attention . . . to encourage contributions from grateful citizens, more than \$50,000 cash is being offered in prizes.

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So . . . please help us to continue this great work . . . enter this fascinating contest today! You may win a fortune . . . riches for life. By entering promptly you may win an extra award (you may always send in another and higher score later on in the contest at no extra cost) for if you send in your answer promptly you qualify for the

EXTRA PRIZE FOR ACTION

If your original entry is postmarked on or before midnight May 8, 1948 and your final score is top score among entries submitted by this date (no matter whether you are entered in Prize Group 1, 2 or 3 - or all three groups) you will be awarded an extra prize of a brand new 1948 Buick Convertible. (In case of tie, official contest rules apply.) So don't delay . . . act today! Enter now!



BRAND NEW 1948 BUICK CONVERTIBLE

THE OFFICIAL RULES

Please read carefully

1. \$51,265.00 will be awarded in accordance with these rules to the 270 contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$3,000.00; Group No. 2 with a first prize of \$10,000.00; Group No. 3 with a first prize of \$20,000.00. Each group has an additional list of 85 prizes each, making a total of 270 prizes in all. (See official list of prizes.)

2. To enter Group 1 a contestant must send in with his answer to the puzzle a donation of \$2.00 to the Disabled American Veterans Service Foundation; to enter Group 2 a donation of \$5.00 is required and to enter Group 3 a donation of \$10.00 must be sent in. A contestant may compete in any one, two or all three prize groups and once having entered may transfer his entry from any group or groups to any other group or groups by submitting the necessary donation.

3. Each prize group will be judged separately. The contestant who submits the highest score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 80 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.

4. In the event of ties, as many prizes will be reserved in each list as there are tied contestants, before any prizes are awarded for lower scores. These tied contestants will be required to send in answers to a series of five tie-breaking puzzles. We will first judge the answers to puzzle No. 1 in this tie-breaking series and then award the tied-for prizes in the order of the scores submitted. If this is not sufficient to break all ties, and permit awarding of all the tied-for prizes, then the answers to puzzle No. 2 submitted by the remaining tied contestants will be judged. If ties still remain we will then judge the answers of the still tied contestants in puzzle No. 3 and so on, if necessary, to puzzle No. 5. This may mean that puzzles Nos. 2 to 5 may not have to be judged. However, if further needed to break tie a second and even a

third series of such tie-breaking puzzles (to be judged similarly) may be used. All tie-breaking puzzles will be similar to the original puzzle with clearly identifiable objects, though they may be more difficult and more numerous and will have words to be built on them. A limited time, the same for each contestant, will be given for solving tie-breaking puzzles and they will be judged on the same basis as the original puzzle. Tied contestants will not be required to make any further contributions. Should final ties remain after the third series of tie-breaking puzzles, each tied contestant will receive the full amount of the prize for which he or she is tied.

5. The contest is open to any resident of the United States of America except employees of the DAV and its Department, the DAV Service Foundation, its advertising agency, or service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or in kind in a previous contest or any member of his or her family. Only one member of an immediate family living at the same address may compete. A contestant may win a prize in each prize group.

6. Each contestant may send in only one answer to the official puzzle, however, at no extra cost, one substitute word can be submitted on the Official Substitute Entry Form which will be sent to each contestant already numbered and registered in the contestant's name. Where two scores are submitted, only the higher score will be considered as that person's entry. That score will serve to compete in any one, two or all three prize groups depending on the amount donated.

7. Neatness or decoration of answer will not count. Unsigned or illegible entries, however, will not be considered. The first solution must be submitted on an official entry form and must be accompanied by a minimum contribution of \$2.00.

8. In solving the puzzle practically any word in the English language that fits may be used. Errors on the part of contestants in totaling their score or in filling in words will disqualify said contestants.

JUST FOLLOW THESE SIMPLE STEPS

1. Identify the six objects at the top of the puzzle. (The name of each object is a five letter word.)
2. See the table of letter values below the puzzle. Each letter is worth a certain number of points. If you have identified the objects correctly you will find that the total value of the 30 letters that spell out the names of the six objects is 544 points.
3. Now your job is to place those words into the shaded letter-paths, each of which has space for 5 letters. You can place any of the six words in any of the paths. Of course, the words must read from top to bottom or left to right.
4. You will now note there are 12 empty white squares remaining in the diagram. By inserting letters of your own choosing into those white spaces and by combining these letters with the interlocking letters you have already filled into the grey squares, you can spell out 5 extra words. These extra words, too, must read from top to bottom or from left to right.
5. Of course, it is easy to fill in 12 extra letters to get 5 extra words but remember your job is to use 12 letters that will give you a high score when the value of those letters (as shown in the table of letter values) is added to the 544 points you will have already earned if you identified the pictured objects correctly.

READ HOW WE SOLVED THIS SAMPLE PUZZLE

DIAGRAM No. 1



We have worked out here a sample puzzle to show you how to go about solving the Official Puzzle.

First we identified the objects pictured: **PURSE . . . SPOOL . . . BANJO . . . DAISY . . . CAMEL . . . PLANE** and then added up the value of all the letters in the names of these six objects (using the table of letter values given for the Official Puzzle) and found the total was 513 points. Next, we filled in these six names in the six shaded paths and then added 12 extra letters which gave us 5 extra words: **CRAB . . . POMP . . . ORANGE . . . RAIL and GOOD**. These 12 extra letters which we had, had a total value of 189 points thus giving us a total score of 802 points.

DIAGRAM No. 2



We felt we could do better so we changed our 12 extra letters and got five different extra words. We changed **CRAB** to **COMB**, **POMP** to **PULP**, **ORANGE** to **ORIOLE**, **RAIL** to **ROLL** and **GOOD** to **LEAD**. We thus attained a total of 243 points for the 12 letters we filled into the white spaces giving ourselves a total score of 858. Now, if you get the idea, why not try your hand at the Official Puzzle.

THE MONEY IS IN THE BANK - The sum of \$51,265.00 has been deposited with the American Security and Trust Company, Washington, D. C., which we will use as a special prize contest fund out of which the cash prizes will be paid. William E. Tate, President. Millard W. Rice, Executive Secretary. D. A. V. Service Foundation

ants. Words that may not be used in the solution of the puzzle are proper names or hyphenated words, prefixes, or suffixes, abbreviations or contractions. With those exceptions, any word may be used provided it appears in bold face type in the A-Z main alphabetical section (footnotes excluded) of the final word authorities for this contest which will be the Merriam-Webster New International Unabridged Dictionary (1947 Edition), and Funk & Wagnalls New Standard Dictionary, Unabridged (1946) Edition. Further excluded are plurals unless they appear in bold-face type and words that appear only as part of a two or more word phrase such as "musey" in chop suey. No correspondence will be entered into with contestants regarding the use of words.

9. All entries must be sent by mail to DAV Service Foundation, Puzzle Contest, Washington 9, D. C.

and must be postmarked before midnight May 31, 1948 and received before midnight June 14, 1948 to be eligible for consideration. The deadline date for mailing and receipt of substitute scores and/or additional donations in order to transfer from one group or groups to another group or groups is 30 days later than these dates. The DAV Service Foundation will not be responsible for lost or delayed communications or for clerical errors and each contestant by the act of sending in an entry agrees to be bound by these rules and conditions and, in any event, with the decision of the DAV Service Foundation on any and all matters affecting the contest.

10. Any contestant who accepts help of any kind from anyone (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners. Winners names will be sent to all contestants.

OFFICIAL PUZZLE & ENTRY FORM

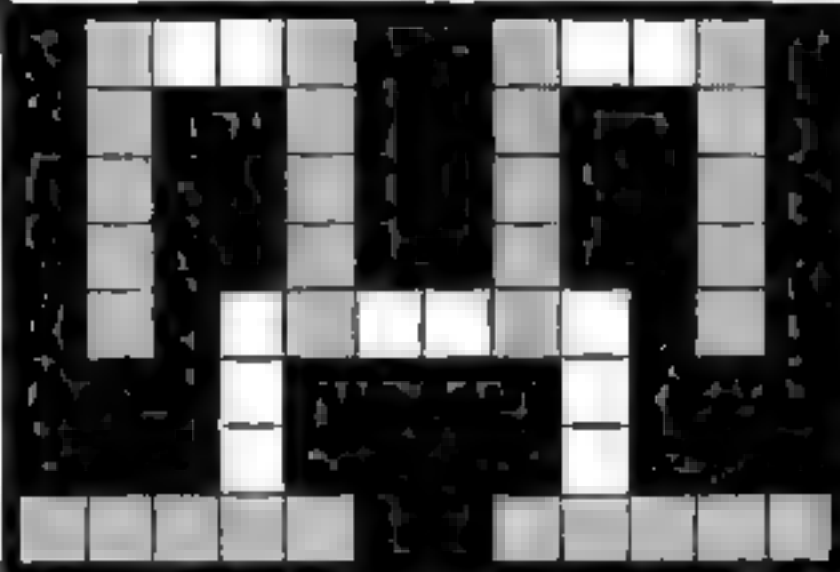
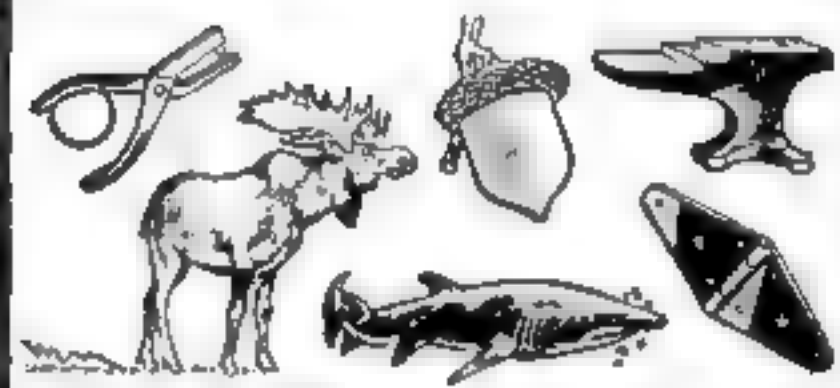


TABLE OF LETTER VALUES

A-9	E-30	I-15	M-31	Q-25	U-20	Y-29
B-13	F-33	J-24	N-16	R-23	V-11	Z-21
C-19	G-18	K-28	O-12	S-32	W-17	
D-26	H-10	L-27	P-14	T-34	X-22	

My Score is

POINTS

It is important that you be careful in adding your score. Mistakes will cause you to lose out. Enter right away for you can improve your score by making another entry later free of extra cost. YOU MUST SEND IN THE COMPLETE PUZZLE AND MUST DETACH FROM THIS ENTRY . . . MAIL TODAY!

To the D. A. V. SERVICE FOUNDATION
\$50,000.00 Puzzle Contest
 Washington 9, D. C.

I enclose herewith \$ contribution to the DAV Service Foundation. Enter me in your contest. I have filled in the diagram above and at left above have also filled in the score achieved by me in solving the Official Puzzle. (Please check prize group or groups you are entering.)

- () Enter me in Prize Group No. 1.
 First Prize \$3,000.00.
 I enclose a contribution of \$2.
- () Enter me in Prize Group No. 2.
 First Prize \$10,000.00.
 I enclose a contribution of \$5.
- () Enter me in Prize Group No. 3.
 First Prize \$20,000.00.
 I enclose a contribution of \$10.

TO BE ELIGIBLE FOR BUICK ENTER BY MIDNIGHT MAY 8, 1948

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups.

Group No. 1 (\$3,000.00 First Prize) \$2 contributed
 Group No. 2 (\$10,000.00 First Prize) \$5 contributed
 Group No. 1 & 2 (\$13,000.00 combined first prize) \$7 contributed
 Group No. 3 (\$20,000.00 First Prize) \$10 contributed
 Group No. 1 & 3 (\$23,000.00 combined first prize) \$12 contributed
 Group No. 2 & 3 (\$30,000.00 combined first prize) \$15 contributed
 Group No. 1, 2, & 3 (\$33,000.00 combined first prize) \$17 contributed

It is understood you are to send me an Official Receipt for my entry and donation and another entry form on which I may submit (free of cost) a better score for the puzzle if I find I can improve my score any time prior to the final closing date. I have read the rules of the contest and agree to abide by them.

SIGNED _____
 NAME _____
 PLEASE PRINT PLAINLY
 ADDRESS _____
 CITY _____
 ZONE NO. IF YOU KNOW IT
 STATE _____

Note: Donations should be made payable to the DAV Service Foundation. Please send checks, money orders or postal notes only. Do NOT send cash.

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MAKING A MOVIE (*I've Always Loved You*) in Hollywood, Rubinstein plays Rachmaninoff's Second Piano Concerto while his large shadow is thrown on a projection screen used for synchronizing the sound track and the picture.

RUBINSTEIN CONTINUED

was apparently too impressed by this hemisphere-girdling operation to make any further difficulties. Rubinstein played in the movie theater, and practically all Buenos Aires except Perón came to cheer.

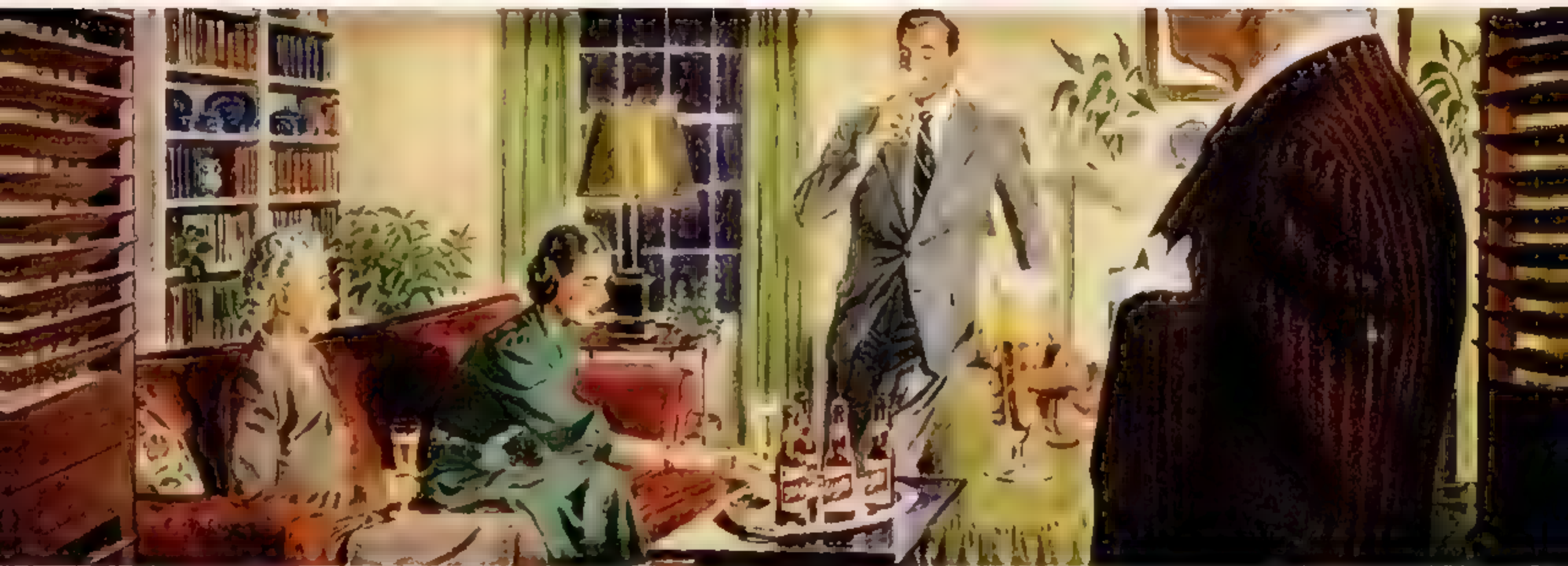
Recently Rubinstein has made several appearances as a guest artist on the radio program, *Information Please*. Curiously, the questions that got the most impressive answers from the Rubinstein mind were not about music but about the genealogy of European nobility. With the accuracy of an *Almanach de Gotha*, he traced royal lineages, morganatic marriages and the minutest details of aristocratic blood relationships. His immense familiarity with this rather exotic field of knowledge surprised many of his listeners. Actually it was part and parcel of his equipment as an old-fashioned, romantic virtuoso. Like Paderewski before him, Rubinstein thinks of himself not as a technician but as a personality. His job as a virtuoso is partly piano playing, but it also involves a knowledge of people similar to that cultivated by professional politicians. In Rubinstein's youth ignorance of Europe's noble families (who were the main supporters of music) might have been fatal to a rising concert artist's career. Rubinstein has been personally acquainted with at least half a dozen kings and queens, with an army of lesser nobility and with stupendous numbers of statesmen, authors, intellectuals and socialites of every possible variety and nationality. This acquaintance started among the homeless aristocrats of his native Poland, swept through what was left of the royal courts of Europe, broadened later to include an incredible array of American industrialists, African diamond merchants, Brazilian millionaires and Argentine beef barons. It extends from Novelist Henry James to Novelist Ernest Hemingway, from Kaiser Wilhelm's mistress to Elsa Maxwell, from the Duke of Windsor to Danny Kaye.

The record of this remarkably gregarious existence usually begins

CONTINUED ON PAGE 111



"I was curious..."



"I tasted it..."



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



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with an anecdote in which Artur Rubinstein, aged 6, plays a private audition for a famous Polish violinist named Bronislaw Huberman, aged 12. As the infant pianist climbs down from the piano stool at the end of his performance, the 12-year-old violinist solemnly pats him on the shoulder. "You have talent," says he. "Work hard, my child, and you will go far." The incident took place in Lodz, Poland, then an outpost of Czar Nicholas' Russian empire, where Rubinstein's father was the proprietor of a prosperous hand-loom factory. There were other incidents. Rubinstein père wanted his son, the youngest of seven children, to be a violinist and was only dissuaded from this desire when Rubinstein *filis* smashed his violin to bits by trampling on it. Two years later the 8-year-old pianist had already embarked on a life of travel. He went to Berlin to study with a bearded piano teacher named Karl Heinrich Barth who, by a process of unrelenting bullying and insult, gave him the only sizable amount of piano instruction he ever received. Barth also tried to teach his 8-year-old pupil to smoke cigars, an experiment that ended obliquely in a lifelong exclusive addiction to cigars. At 11 Rubinstein was ready for his first professional appearances as a concert artist. He began the travels that later carried him over Europe on a large assortment of false passports. The idea was to conceal his real identity from officialdom in order to avoid military service in the Russian army which, as a patriotic Pole, Rubinstein regarded as the tool of a foreign oppressor. At 15 he took up residence in Paris. At this still tender age he made his first acquaintance with alcohol, systematically attempting to drink himself to death on a combination of vodka and champagne. The cause was an unrequited love affair, the result one of the most colossal *Katzenjammers* ever recorded. He was in bed for a week. "I wasn't drunk," he complains, "just sick. I have never in my life been able to get drunk. I have always envied people who can."

At 16 Rubinstein embarked for New York, where the critics admitted his "colossal technique" but otherwise treated him with considerable coolness. One interviewer, however, noted the somewhat frightening fact that the 16-year-old pianist had "the wit of a boulevardier." As Rubinstein today looks back on this first American appearance, he is inclined to agree with the critics. "I wasn't too good," he admits. "The fact is, I didn't become a good pianist until I married at 43. I didn't mind for myself but I hated to have my children grow up and hear that papa was a second-rate pianist. So, for the first time in my life I really worked hard." He was good enough, however, to fill plenty of international concert auditoriums up to the outbreak of World War I, which found him stranded in London. He tried to join the Polish foreign legion but finally wound up as a translator at French general headquarters, where his knowledge of languages turned out to be very useful. Midway in the war he was relieved of his military duties and went to Spain.

The hero of Spain

LIKE many a northern European, Rubinstein had always thought of Spain as the most romantic spot on earth. Spain reciprocated by treating Rubinstein as if he were its favorite bullfighter. His concerts sold out from San Sebastian to Madrid. Cheering throngs followed him wherever he went. King Alfonso sought his company and involved him in long conversations on the enormous advantages a pianist's life has over a king's. He even went so far as to get Rubinstein another bogus Polish passport on which he managed to undertake his first phenomenally successful tour of South America. The Pole Rubinstein became the great pianist of the Latin world.

In the period between the wars Rubinstein was the toast of international European cafe society. He commuted from London and Paris to Italy and the French Riviera continuously surrounded by a retinue of notables which included Muriel Draper (mother of Dancer Paul Draper), H. G. Wells, Norman Douglas, Gertrude Stein and Communist John Reed. He played for money and for fun, often sat up all night at the keyboard, lived from hand to mouth in a continual oscillation between indigence and elegant revelry. Financially flush after a successful tour, he would blow his entire earnings in a few weeks in Paris or Monte Carlo. "Actually, I led a dreadful life," he muses today. But it was not all champagne and skittles. In Paris, hanging around the fringes of the Diaghilev ballet (then the cultural center of the *avant garde* intellectuals), he met and helped propagandize for composers like Ravel and Albéniz. In London, as in practically every other place but America, Rubinstein was hailed as one of the world's supreme concert artists. His Chopin recordings, later reissued on this side of the Atlantic by Victor, were heard wherever discriminating people had a phonograph. But few American concertgoers remembered who he was, and Rubinstein,

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AT AN ELSA MAXWELL PARTY Rubinstein plays accordion in impromptu quartet with (left to right) Greer Garson, Danny Kaye and Cesar Romero.

RUBINSTEIN CONTINUED

still a little piqued by the coolness of the New York critics, never bothered to cultivate his American reputation.

Rubinstein's spectacular American success, in fact, dates only from 1937 when the New York impresario, Sol Hurok, always on the lookout for sensational European imports, persuaded him to make another try for U.S. popularity. The Rubinstein who came to the U.S. in 1937 was a very different figure from the glib wonder boy of 1906. He started his American tour with a dynamic performance of the famous Tchaikovsky B Flat Minor Piano Concerto that startled the U.S. pianistic world into the realization that its idols, Hofmann, Horowitz and Rachmaninoff, had a formidable rival. Tremendously enthusiastic press notices caused an immediate doubling of his American concert engagements. He also promptly doubled his fees. In that year Rubinstein played his all-time record of 162 concerts in cities scattered from Sydney, Australia to Amsterdam. Seventeen of these concerts were given in America. He returned to the U.S. every year after that, and in 1940, seeing unsettled times ahead for Europe, transferred his permanent address from Paris to California.

Rubinstein has been an American citizen since 1946 and his American patriotism sounds as fervent as the piety of a religious convert. "I can't eat hot dogs," he apologizes. "I ate one once, and my face swelled up to twice its size. You realize, I can't afford to have anything happen to my face. It's bad enough as it is. But Americans are so modest about their country and their culture. They have the best symphony orchestras in the world. In France I can manage to attract a crowd for a few Paris concerts. In the provinces there is simply no public. Here I can fill halls over and over again in places like San Jose, Calif., and in the big cities the interest in music is simply insatiable. Marvelously interesting!"

The cultural migration

RUBINSTEIN'S fervent Americanism is not based entirely on his fabulous success here, or on his admiration for America's musical appetite. Like nearly all the celebrated international virtuosos of his type, Rubinstein has become part of a vast cultural migration which has found America the one place in the world that still offers a reasonable combination of political stability and civilized tradition. His lifelong hatred of the Germans was given gruesome point during the days of Hitler when the Nazis circulated his picture as that of the prototypical international Jew and later wiped out his entire family during the invasion of Poland. Rubinstein speaks of these harrowing events today without any particular emotion. He had always expected the Germans to do something of the sort. "They even called my 100% blonde Aryan wife Jewish," he remarks morosely.

As a staple ingredient of America's musical life, Rubinstein has pursued his way with what he regards as typical American independence. He doesn't particularly like the company of other musicians. "Too many pianists today have the personality of bank clerks," he explains. He regards the fabulous abilities of Arturo Toscanini with detached critical admiration. The British-born Pole,

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CONTINUED ON PAGE 114



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We must keep up their spirits. We must give them the means of rebuilding their shattered lives.

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RUBINSTEIN CONTINUED

Leopold Stokowski, moves him to frequent hilarity. "He is losing his hair faster than I am," he notes gleefully. On a recent movie dubbing job with Frank Borzage, Rubinstein threatened to quit because he disapproved of a musical character on the screen. The character, an irate conductor and piano teacher who deliberately ruined his pupil's performance by drowning her out with the orchestra at her debut, seemed to Rubinstein simply unthinkable. "After all," argued Rubinstein, "he is a great artist. No matter how jealous of his pupil he was, he wouldn't deliberately ruin her concert." A few weeks later Rubinstein suddenly withdrew his objections. "The sequence I criticized is entirely believable," he admitted. "What made you change your mind?" asked Borzage. "Well," answered Rubinstein, "the fact is, I made a recording last night with a leading conductor. It is quite believable. It happened to me."

In his numerous Hollywood ventures Rubinstein has always acted warily, trying his best to preserve the dignity of his art. Unlike most musicians who achieve movie success, he has never permitted his movie engagements to interfere in the slightest with his more artistically important and less remunerative activities as a concert artist. The greatest artistic crimes of musical movies arise, he thinks, from mixing the categories of classical music and popular entertainment, and his case is pretty clear. Jose Iturbi plays boogie-woogie. Lauritz Melchior sings popular songs. Both jobs could be done much better by popular entertainers. Meanwhile Hollywood seldom has any place for the type of music in which Iturbi and Melchior excel. Bing Crosby is lumped in the Hollywood mind with Lily Pons, Oscar Levant with Toscanini. The test of ability is not critical discernment but box office. When the movie *Carnegie Hall* was made with Rubinstein's help, Producer Boris Morros threw a great introductory dinner to which he invited Rubinstein and other artistic dignitaries. Later Morros rose and made a glowing speech about the artistic triumph he expected to produce. "We have Rubinstein, Lily Pons, Pinza, Rodzinski, great pianists, great singers, great conductors, great music—all in one picture," he boasted magnificently. "It's going to make artistic history!" "Pooh!" mumbled Rubinstein, who hadn't seen the script, "I'll bet it all ends up with Harry James playing the trumpet." "Well," admitted Morros, somewhat crestfallen, "as a matter of fact, it does. But only for three minutes!"

Though he may criticize the movies' musical taste, Rubinstein is quick to realize the enormous scope Hollywood offers for the popularization of good piano playing, and good piano playing is the thing that interests him more than anything else in life. As a matter of record, heavy income taxes have so reduced his earning power that he is making less money on his enormous concert tours today at the height of his fame than he made as a rising concert virtuoso 15 years ago. But this is merely a matter of dull economics, and to a true romantic like Rubinstein economics are a subsidiary worry. "You mustn't tell my manager, Mr. Hurok," he confides, smiling, "but the fact is, I would go on giving piano recitals just for the fun of it whether I got paid or not."



AT HOME Rubinstein sits surrounded by his family beneath their collective portrait painted by Moise Kisling before the birth of two youngest children.



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Life Visits Dodgertown

Branch Rickey examines 550 ambitious rookies and Brooklyn gets raw material for new baseball empire

Last month 550 fresh-faced young Americans (*see cover*), supercharged with ambition to play baseball for the Brooklyn Dodgers, began pouring into Vero Beach, on the east coast of Florida, to participate in one of the most extensive talent roundups ever undertaken. The Dodgers paid the players' fare to Vero Beach from every corner of the U.S., then fed and housed them for eight weeks in an abandoned wartime naval air station, which they renamed the baseball city of Dodgertown. There Branch Rickey (*right*), parsimonious panjandrum of the Brooklyn National League Baseball Club, personally superintended the operation of a baseball stock farm devised to improve the breed of the Brooklyn Bums, win at least five National League pennants in the next 10 years and enrich the company's coffers by several hundred thousand dollars.

Branch Rickey himself did not succeed as a major-league field manager (with the St. Louis Cardinals from 1919 to 1925), but that was because he had too many scientific theories about how baseball should be played and too few good players to make the theories work. Dodgertown proved to be the ideal place to test all of Rickey's ideas. At the outset he laid down the law to his 35 instructors on how he wanted Dodgertown run—*i.e.*, with metronomic precision. Everybody had to

bounce out of bed at 6:45 a.m. After breakfast there was a classroom session on the intricacies of "inside baseball," followed by mass calisthenics (*above*). Rickey wandered all over the camp, shaking hands briskly with the kid pitchers, not just to be friendly but to test their grip as well. His instructors wheeled out formidable gadgets (*p. 120*) to assay hidden baseball aptitudes and determine three elementary facts about every Dodgertown hopeful: Could he run? Could he throw? Could he hit?

Probably none of Rickey's Dodgertown boys will wear a Brooklyn uniform this year, though all but a few of them had been signed to contracts when they arrived at Vero Beach. But some of them will be playing for Brooklyn three years from now if by that time Rickey, a past master at turning baseball talent into gold, has not sold them to other major-league teams at a handsome profit. When Dodgertown breaks up on April 27 Rickey and his staff will know, or think they know, how far every player can go in the Brooklyn baseball chain and about how fast he can get there. Almost all of them will get a chance to make the grade in 1948 with one of the 25 minor-league farm clubs operated by the Dodgers. But a disappointed few will be taken aside and quietly advised to forget the whole thing and get a job in a filling station.



RICKEY WATCHES PRACTICE WITH HIS GRANDSON



SLIDING PIT is used to teach bushers to hit the dirt, and the waist-high string makes them come in low. They learn to slide directly into the bag, spikes flying high

(above) in rowdy Dodger style. Headfirst slide is discouraged, although this used to be the base-stealing specialty of Dodger Scout Pepper Martin (left, holding string).



CLASSROOM LECTURE is given by Fresno Thompson, former National League infielder and now assistant chief of Brooklyn's minor-league operations. Instructors

BASE RUNNERS vs. PITCHER



BASE-RUNNING DRILL puts three men on first base with orders to try to steal second. Above: one man starts down, and two others get back to beat pitcher's throw.



A CLOSE PLAY results as pitcher throws to first base again. No. 23 is probably safe, but another base runner (partly hidden by the pitcher) will be picked off by the throw.



sit in front. They take turns lecturing on subjects such as the sacrifice bunt and the hit-and-run play, and many rookies bring along stenographers' pads to make notes.



BATTING TEE, adjustable to various heights, is used to make hitters keep their eyes on the ball. It also makes them keep their shoulders and hips level and hit the ball

while it is still "out in front." Above is Toby Atwell, an outfielder and catcher with Fort Worth last year, who will be sent back to the same team for more seasoning.



A RUNNER IS TRAPPED. Practice is supposed to end Dodger base-running tradition set by "Babe" Herman, who once slid into third to find two men already there.



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